

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LI.

NEW YORK, APRIL 26, 1905.

NO. 4.

The INDIANAPOLIS STAR
gained during the last three
months one hundred per cent
in Want Advertisements over
the corresponding three months
of a year ago.

Confidence in a newspaper
is the Keynote of Success in
Classified Advertising.



THE BUTTERICK TRIO

places its advertisements next
to reading matter, and the
reading matter is **appropriate**.

THE ABOVE reproduction of two pages from the APRIL DELINEATOR shows that the article is entitled "The Philosophy of Dress," that each advertisement is appropriate, and that there are no two advertisements of the same article. It will also be seen that the advertisements do not detract from each other, and that the two pages in their entirety are in perfect balance.

The Butterick Trio enters 1,500,000 homes each month,
and if that fact is considered in connection with the quality of the publications, its advertising rate cannot be considered other than very low.

The four-page colored insert of Jap-A-Lac in the May issue at a cost of \$15,000 was not expensive. The cost was but one cent to tell the story of Jap-A-Lac to the families in each of the 1,500,000 homes.

We are now accepting copy for the July numbers, the forms of which close May tenth.

For rate cards and any information, address

THOMAS BALMER, Advertising Manager
Butterick Building, New York City

W. H. BLACK, Western Advertising Manager, 200 Monroe St., Chicago, Ill.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1893.

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NO. 4*

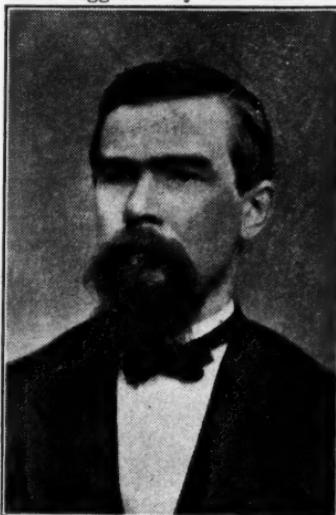
FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

SEVENTEENTH PAPER.

While the Agency was situated in Boston, the visitors at the office were mainly New England men. This was especially the case so far as the statement has reference to visitors connected with the advertising department of newspapers. One day, however, there appeared two exceptions in the persons of Mr. Jenness J. Richardson, connected with the *Democrat* issued at Davenport, and a certain Mr. Barnhart, representing the *Journal* at Muscatine, Iowa. Both these gentlemen are living today and are prosperous specimens of the best examples of the men of the Middle West, Mr. Barnhart being a member of the type founding firm of Barnhart Brothers & Spindler and Mr. Richardson a retired business man, a leading capitalist of that Davenport which, in Napoleonic phrase, he loved so well. He was at this time a rather raw-boned specimen of athletic manhood who impressed people at first sight as being from the rural districts. In time I came to believe that he cultivated the manner and succeeded in making it profitable. No advertiser, big or little, failed to receive a visit from him. A rebuff rolled off him like water from a duck's back. He was in no hurry, he could wait, would much rather wait than call again. If the order was a small one he preferred it to none. If the man had no money there was no objection to taking payment in goods. Half cash and half goods would do very well indeed. He would be glad to make a hundred dollars but would not

turn down an opportunity to make only a single cent. It used to be said that if there was a stove in the office that Richardson could stand by and warm his mitten hands, holding them up one on each side of the stove pipe, no one was ever able under such conditions, to refuse him the order for the precise space, position, price and terms of payment suggested by this most in-



J. J. RICHARDSON.

genious canvasser that ever came from the banks of the Mississippi.

In the years that followed it became a liberal education for any younger advertising man to be allowed to accompany Mr. Richardson on his peregrinations through the East. The only trouble was that not one of them could ever get through with half the list of visits that Richardson seemed to manage with apparent ease. If the

train was half an hour late, and there was in sight from the railway station, the announcement of a liniment, or a rat poison, or anything whatever that was or could be advertised, Jenness never wasted that half hour, and the chances were more than even that before the train arrived he would be back in the station, with an order in his pocket, and an electrotype of the advertisement to be used, added to the half hundred weight more or less of similar hardware already packed away among the shirts and collars in the extra comprehensive grip that was as much his constant companion as the umbrella has been for the last ten or fifteen years to that modern model special agent, Mr. N. M. Sheffield, of New York.

There was one well-known advertiser, who placed his contracts mainly through the Pettengill Agency, and had a reputation for being so much of a bear that it was rare that any canvasser, representing a paper, ever ventured into his presence a second time. I am speaking of the late Dr. J. H. Schenck, who once had his name, and that of his Mandrake Pills, painted on about everything that rose above the surface of the ground between New York and Philadelphia that had a smooth side that could be seen from the railroad. It was the doctor's practice to journey from city to city, engage handsome rooms at a good hotel, or other desirable quarters, and there the sick, in answer to his advertisements, would flock in numbers for a free consultation; from which each was likely to learn that the Doctor's Pulmonic Syrup and Mandrake Pills were practically all that were required to bring the bloom of health to the faded cheek. The Doctor's face was about as well known then as that of Mr. Douglas, the shoe man and present Governor of Massachusetts, is to-day; for the Doctor also, in his time, had his portrait appearing in nearly every newspaper published at the East. It was to the office of this famous man that our friend from Davenport made his way on one of his initial searches after advertising patronage. The Doctor was

busy and Richardson had to wait his time—in later years he was generally just awkward enough to blunder in ahead of everybody else and get his contract signed before it dawned on him that he was in anybody's way. There was a stove and a stove pipe in this instance, and while warming his mitten hands, he had an opportunity to note the unceremonious and energetic manner in which each applicant for an advertising order was dismissed. When his turn came, at length, it was not an advertisement he wanted at all. He had heard of Dr. Schenck, and had seen his picture. He knew that nothing he could put in his paper would gratify or be likely to benefit his readers so much as to afford them an opportunity to see the portrait of that celebrated man; and his object in calling was to borrow, if he could, one of the electrotypes; which would enable him to present that famous countenance to the people of Iowa, reinforced, if the Doctor would permit, with a few facts concerning his birth, lineage and wonderful cures. He was not dismissed. The picture was produced, the needed facts given, and finally he was asked what his terms would be for the insertion of a quarter column advertisement, and, when the price was mentioned the Doctor, in his kindliest voice, said to his manager, close at hand: "Give the boy a contract." Further than that, he took the "boy" home with him that afternoon on his steam yacht, and rarely after that did Richardson visit Philadelphia, while Dr. Schenck lived, without having either to accept or decline a repetition of that visit. I do not think the Schenck advertisements were ever absent from his pages, until the time came that they disappeared altogether from the newspapers of the country.

On another occasion our friend had hired a livery team to enable him to drive a few miles into the country to seek the patronage of an old Quaker who also had a most valuable medicine. When he arrived the Doctor had himself gone to the city and would be likely to be met on his return. It was raining fearfully, the roads were

(Continued on page 6.)

"THE ONLY WAY" TO REACH THE GREAT BUYING CLASSES

¶ There is no doubt that the high-grade home, evening newspaper is an important factor in the development and success of advertisers who aim to reach the people in their homes.

¶ As a matter of fact the great army of the middle classes—the buying classes—to a great extent read no paper other than their favorite evening daily.

¶ In population centres like Indianapolis, Minneapolis, Montreal, Baltimore and Washington "The only way" to reach the greatest number of people in their homes is through the following five high-grade, home, evening newspapers:

THE INDIANAPOLIS NEWS

THE MINNEAPOLIS NEWS

THE WASHINGTON STAR

THE BALTIMORE NEWS

THE MONTREAL STAR

¶ The local merchant knows the value of these papers.

¶ You can't go wrong following his judgment as your interests are practically the same.

¶ In making up lists don't overlook the fact that people who read evening papers are the greatest buyers of the world's goods.

¶ Rates, information, etc., furnished on request.

DAN A. CARROLL

Special Representative

Tribune Building
New York

W. Y. PERRY
(Mgr. Chicago Office)

Tribune Building
Chicago

muddy, a protecting oil-cloth-mud-and-rain-screen came nearly up to the eyes, but did not prevent the detection and recognition of the returning "physician" who was then and there accosted, told of the advantages to be had by advertising in the Davenport *Democrat*, and finally induced to give an order—verbal authority in this case being accepted.

Richardson's coming was one of the events of the season. Spring and Autumn he came, always, as years progressed, followed by a shoal of imitators with whom he was on most friendly terms, and to whom he gave valuable tips after he had himself booked an order, and now and then after he had satisfied himself that no one could book an order. In the last named class of cases he liked to meet the canvasser again and learn the particulars of the interview, but I do not remember ever hearing of a case where another man succeeded after Richardson had failed.

I never saw him angry, or even appear to be annoyed. There was a humor about him, so unpretentious and simple, and yet so subtle, that, while it would generally be effective at the moment, the full substance of it would not perhaps be fully realized before the next day. If arguments were advanced that had a bearing contrary to his purpose, they were occasionally punctured by a question that, if answered, was certain to destroy the objection; but even so, no comment on the result would follow. If the argument seemed to have so much of foundation as not to be assailed, in such case it did not seem to have been heard at all, and the next word, from the man from Davenport, would be precisely what it would have been if no argument had been urged. His manner, if not bashful, was at least not lacking in a flattering deference, and if it led him to push in ahead of others who were really before him, it always seemed as though his errand was so short, so unimportant, and so easily disposed of, that everybody would be glad to have it attended to and out of the way

so that a clear deck for others to operate on might remain.

He had the greatest possible patience with those who were curious to know the extent of the *Democrat's* circulation. "Everybody takes it. We make the best paper we know how to make. Our press is one of the largest of the So-and-So pattern and we print all we can get on to it." I rarely knew him to be much more definite and, so far as the editor of Rowell's Newspaper Directory was concerned, that desperate inquisitor never found it advisable to waste much time in attempting to glean information. There was a sufficient willingness to talk but considerable difficulty about keeping to the subject.

Possibly no less conspicuous as a canvasser than Richardson ever became, and antedating him in the time of his first appearance, was Col. W. S. Lingle, of Lafayette, Indiana. It was amazing how ignorant the advertiser of that day was about the geography of what was called *the West*. Everything west of Buffalo was "*the West*" and the man who attempted to realize that the center of the United States is fifty miles west of Omaha could not be found. To hear Mr. Lingle talk one might conclude that Indiana was practically all there was to the West, and Lafayette was the heart of Indiana, and his paper, the *Journal*, was read by everybody and influenced the thought of all. Naturally Richardson often crossed Mr. Lingle's tracks and at times had to answer whether, in his opinion, Lingle's *Lafayette Journal* did or did not practically cover and reach all the best people of the West; and when he realized that his own paper was issued five hundred miles nearer the Pacific than Lingle's was, and that no one living within a hundred miles of Davenport had ever heard of the *Lafayette Journal*, he was almost tempted to regret that his controlling policy was one of never speaking ill of any other paper. To such an inquirer Richardson was once known to respond: "Over what you people at the East know as the West, that is over the territory between Buf-

(Continued on page 8.)

1903. • *1905.*
96 Electric • *438 Electric*
Signs. • *Signs.*

In 1903 the city of Boston had less than one hundred electric signs on its streets, after ten years of the usual methods of exploitation by the local Electric Light Company.

In October of that year we began for them an unusual advertising campaign that has continued ever since.

It was new—striking—and bristled with winning force.

This language is strong, but the results back it up. It had taken ten years to get one hundred signs going. In a year and a half the business was quadrupled.

We are a selling company—not just an advertising company. Our work begins with publicity—it doesn't end there. It reaches clear to the desk of the Sales Manager. It bridges the gap between professional ad writing and practical salesmanship.

We can design a new Advertising and Business-getting campaign for your business with as much merit as that electric-sign plan has for Boston—but not until you ask us for it.

N. B.—No medical advertising accepted.

THE BATES ADVERTISING COMPANY,
CONVERSE D. MARSH, *Chairman Executive Committee,*
182 WILLIAM STREET, NEW YORK.

falo and Illinois, I presume all Mr. Lingle asserts may be substantially true; but beyond the Mississippi, among the Rocky Mountains, on the Pacific Coast and in the Sandwich Islands my paper circulates two copies to his one."

There were two Richardson Brothers. Jenness was the younger. D. N., the older, was the editor; Jenness the business manager, the advertising manager, in fact pretty much everything but editor. The relations of the two were as lovely as those of the Cheryble Brothers, famous in the story of Nicholas Nickleby. D. N. made no claims to pre-eminence or superior knowledge, but Jenness always appeared to think him a fountain of wisdom. He always went to him for advice, but was never known to get any. Everybody but Jenness thought the younger brother was the whole thing, and D. N. seemed to be somewhat of that opinion, too, but Jenness always asserted that the facts were quite the other way. D. N. had a large family and J. J. a small one, but each took from the office what money was needed and no account between them was kept. If a piece of property was bought, Jenness selected it and bargained for it, and when purchased they owned it together. If it was bank stock, or a trust company, as years progressed, Jenness made the terms of subscription, but it was D. N., and not he, that sat on the board of directors. They both became men of prime importance as time went by. They were originally Vermont boys, who had learned the printer's trade, and gone West to grow up with the country. Being prudent, their earnings were allowed to accumulate in the hands of their employer, until he one day announced that he was bankrupt; but if the two wanted the paper in payment of the about \$800 he owed them for wages, they might have it and be quite welcome; and that was the way they chanced to become publishers.

Jenness was not a particularly well-dressed man, and his clothes were not always brushed with so much scrupulousness as might be

possible; furthermore, it used to be dusty riding over the prairie. On one occasion he had a characteristic experience. He had a yearly pass over the Chicago & Rock Island Railroad, and, to the not well-trained eyes of a strange conductor, did not seem to be the sort of man likely to be entitled to possess so important a thing as a yearly pass. Railroad men have a way of placing at a disadvantage those who, it is thought, may be trying to impose upon them, and this one asked with some sternness, "Is your name J. J. Richardson?" To which the passenger—really more than six feet tall, clad in the linen duster of that day, sitting on the small of his back at the time, as was rather a custom of his, with his feet on the heavy portmanteau in front, loaded down with advertising orders and electrotypes as usual—after a considerable hesitation, asked with a drawl which he used at times when he saw he was misunderstood: "If I show you my photograph, do you think you can recognize me?" The conversation was not prolonged.

I have said that the Richardsons came from Vermont. They never seemed to lose their interest in the State of the Green Mountains, and rarely a Summer passed without a visit to the scenes that the memory of youthful days recalled. They could not fail to note the difference in the ways of the sedate New England village, that decreased instead of adding to its population every decade, when compared with towns of Iowa and Illinois that doubled the number of residents in a twelve-month sometimes. "Did you notice any improvements going on when you were at Danville this year?" I once ventured to ask of Jenness, and he replied with considerable promptness that this year, for once, he had noticed such; and, being led on to specify, reported that the very day he arrived his attention was directed to the conspicuous fact that since his last year's visit Deacon Blank had repainted his wagon.

It was on a visit to Richardson that I first had the experience of crossing the Mississippi on a dark

night in a small boat. It was at the Davenport fair grounds where I, at the age of thirty-three, for the first time in my life, saw a horse race; and it was there, and at that time, that I became acquainted with the only A. Frank Richardson, also a Vermont boy, who had gone to Iowa to join his relatives. Frank was at this time supposed to be paying attentions to a young miss of the city, but was so reticent about it that her identity was not known. He had applied for two circus tickets for the show then in town, and his uncle liked to tell how gracefully

Frank responded to his statement that this particular show demanded to have in advance the name of every individual entitled to be a user of a press ticket, and that Frank thereupon wrote down his own name and that of the favored lady, after which the uncle, having secured the valuable paper and inspected it, handed over the tickets to the blushing applicant. I think I never saw so many house flies or such fat and lazy ones as filled the dining room at the Burtis House, the principal hotel in the Davenport of 1871, but there were no flies on the Richardsons.

There was an experience, connected with a visit to Davenport, that never fails to come to mind in connection with it. Employed on the editorial force was a certain Scotchman who claimed to have come from the same part of that country that had produced James Gordon Bennett, the founder of the New York *Herald*, and he said it was told of the future journalist that, on leaving home by sailing vessel, as was a common method of travel then, the vessel was delayed by storms, mystified by fogs, and lost her reckoning. The compass was out of order and the captain in despair; whereupon the young emigrant, taking something from his coat collar and laying it upon the chart, asked of the mariner, "Do you know what that is?" And the captain said, "It's a louse!" said to be pronounced *loose*. "It is," said Bennett, "and it's a Scotch louse, and you can bet your life it'll go South. The points of compass being thus ad-

justed, the vessel and the emigrant duly came to port. My unfortunate proclivity of forgetting names led me to be oblivious of that of the narrator of this bit of journalistic history; consequently, in attempting to speak of him afterwards to other members of the force, I was led to designate him as "the Scotch louse." Unfortunately, the name seemed to commend itself to his associates and to stick, and, although I esteemed the man and always took an interest in him, we never seemed to become close friends, and finally I lost sight of him.

Jenness does not come to New York seeking advertising patronage any more. He does not need to, for he has been for a number of years one of the wealthiest men in Iowa, and D. N., his brother—good man that he was—is no longer spared to be with us on earth. Some years before he died, however, he took a vacation tour around the world and wrote one of the most charming books of travel that it has been the good fortune of the writer to come across. Dozens of times I have taken that volume in hand to read to a friend the description it contains of that dream in marble, the Taj Mahal, for I am satisfied that no other person ever dealt with the subject so truthfully, so poetically, so beautifully. ♦♦♦

A good deal of technical information about Tangential Water-Wheels has been compressed into the catalogue of the Abner Doble Company, San Francisco, and the arrangement is such that the first portion of the book is of decided human interest, leading into the dryer details of sizes, diameter of jet, revolutions per minute, etc. Above the ordinary run of machinery catalogues. ♦♦♦

A SIX-PAGE folder, "Keep your Eyes on Duluth," from Wm. C. Sargent & Co., realty and insurance, that city, shows a view of the aerial bridge there and gives in small space much information likely to interest outside investors. ♦♦♦

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN, NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 152,062

RATE 35 CENTS.

PRINTERS' INK.

THE APRIL MAGAZINES.

April ushers in the magazine Spring. The monthlies grow fat again after the slender months of January, February and March, while advertising changes in character from indoor to outdoor things. Automobiles easily lead in the quantity devoted to one commodity. More is carried this year than ever before, while the motor advertisers appear to have widen-

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR APRIL.

| | Pages | Agate Lines | Week ending March 4: | Cols. | Agate Lines |
|--------------------------------------|-------|-------------|-----------------------------|-------|-------------|
| Country Life in America (cols.) | 271 | 46,612 | Outlook (page) | 68 | 15,232 |
| *McClure's | 194 | 43,456 | Vogue | 55 | 8,604 |
| Harper's Monthly | 166 | 37,184 | Literary Digest | 59 | 8,508 |
| Review of Reviews | 159 | 35,616 | Independent (pages) | 35 | 7,840 |
| *Munsey's | 140 | 32,704 | *Life | 54 | 7,582 |
| *Everybody's | 146 | 32,704 | Saturday Evening Post | 43 | 7,310 |
| *Scribner's | 141 | 31,652 | Town Topics | 43 | 7,145 |
| Business Man's Magazine | 129 | 29,017 | *Public Opinion | 42 | 5,880 |
| Century | 128 | 28,672 | Christian Herald | 30 | 5,205 |
| *Ladies' Home Journal (cols.) | 139 | 27,800 | *Scientific American | 19 | 3,832 |
| *World's Work | 106 | 23,744 | *Associated Sunday Magazine | 17 | 3,226 |
| *Delinicator (cols.) | 168 | 22,533 | Leslie's Weekly | 12 | 2,553 |
| Leslie's Monthly | 98 | 21,952 | Illustrated Sporting News | 14 | 2,478 |
| *Good Housekeeping | 98 | 21,952 | | | |
| Woman's Home Companion (cols.) | 104 | 20,800 | Vogue | 79 | 12,388 |
| Sunset Magazine | 92 | 20,720 | *Saturday Evening Post | 45 | 7,779 |
| Cosmopolitan | 85 | 19,040 | Literary Digest | 45 | 6,395 |
| Booklovers | 84 | 18,816 | Outlook (pages) | 24 | 5,376 |
| Success (cols.) | 105 | 18,060 | Public Opinion | 36 | 5,040 |
| National Magazine | 77 | 17,748 | Illustrated Sporting News | 25 | 4,359 |
| Red Book | 76 | 17,024 | Independent (pages) | 19 | 4,256 |
| Outing | 75 | 16,924 | *Scientific American | 21 | 4,170 |
| Atlantic Monthly | 75 | 16,800 | Town Topics | 23 | 3,932 |
| Reader Magazine | 74 | 16,576 | Leslie's Weekly | 18 | 3,771 |
| Four-Track News | 74 | 16,576 | *Associated Sunday Magazine | 17 | 3,217 |
| Harper's Bazaar | 70 | 15,880 | Christian Herald | 17 | 2,939 |
| Metropolitan | 66 | 14,784 | Life | 19 | 2,664 |
| World To-Day | 65 | 14,560 | | | |
| Lippincott's | 63 | 14,112 | Week ending March 18: | | |
| Pearson's | 62 | 14,000 | Vogue | 57 | 9,013 |
| *Designer (cols.) | 101 | 13,555 | *Saturday Evening Post | 37 | 6,290 |
| Ladies' World (cols.) | 64 | 12,922 | Literary Digest | 43 | 6,123 |
| Ainslee's | 58 | 12,922 | Public Opinion | 39 | 5,400 |
| Garden Magazine | 88 | 12,672 | Life | 38 | 5,349 |
| *New Idea Woman's Magazine (cols.) | 92 | 12,349 | Christian Herald | 30 | 5,118 |
| Men and Women (cols.—March) | 58 | 11,600 | Outlook (pages) | 22 | 4,928 |
| Strand | 50 | 11,200 | Town Topics | 29 | 4,925 |
| Bookman | 50 | 11,200 | Leslie's Weekly | 19 | 3,963 |
| Critic | 48 | 10,936 | *Associated Sunday Magazine | 20 | 3,752 |
| *Woman's Magazine (cols.) | 58 | 10,072 | Illustrated Sporting News | 13 | 2,281 |
| Housekeeper (cols.) | 48 | 9,674 | | | |
| Argosy | 42 | 9,408 | Week ending March 25: | | |
| House Beautiful (cols.—March) | 62 | 9,095 | *Saturday Evening Post | 64 | 10,936 |
| Smart Set | 40 | 8,900 | Vogue | 52 | 8,108 |
| Madame (cols.) | 44 | 7,448 | Town Topics | 35 | 5,934 |
| Book News (March) | 28 | 6,272 | Literary Digest | 41 | 5,877 |
| Suburban Life (cols.) | 36 | 6,100 | Leslie's Weekly | 27 | 5,462 |
| Black Cat | 25 | 5,250 | Christian Herald | 30 | 5,186 |
| Brown Book (cols.—March) | 29 | 5,030 | Public Opinion | 36 | 5,040 |
| Twentieth Century Home (cols.—March) | 30 | 4,845 | Outlook (pages) | 20 | 4,480 |
| *Benziger's Magazine (cols.) | 28 | 4,504 | *Scientific American | 22 | 4,371 |
| Gunter's Magazine | 20 | 4,480 | Independent (pages) | 19 | 4,256 |
| St. Nicholas | 18 | 4,032 | *Associated Sunday Magazine | 18 | 3,366 |
| Chautauquan | 18 | 4,032 | Life | 20 | 2,805 |
| Philistine (March) | 50 | 3,000 | Illustrated Sporting News | 15 | 2,629 |
| | | | | | |
| | | | Totals for March: | | |
| | | | Vogue | 267 | 46,030 |
| | | | Outlook (pages) | 222 | 45,248 |

| | Cols. | Ag. Lines. |
|----------------------------------|-------|------------|
| *Saturday Evening Post.. | 236 | 40,381 |
| Literary Digest..... | 253 | 33,325 |
| Public Opinion..... | 193 | 27,020 |
| Town Topics..... | 159 | 26,871 |
| Independent (pages)..... | 109 | 24,416 |
| *Scientific American..... | 121 | 24,098 |
| Christian Herald..... | 137 | 23,634 |
| *Life..... | 154 | 21,651 |
| Leslie's Weekly..... | 94 | 19,371 |
| *Associated Sunday Magazine..... | 109 | 19,031 |
| Illustrated Sporting News | 80 | 13,989 |

ed the list of mediums they consider productive in their field. *Munsey's*, for example, has fifteen pages of automobile business this month, despite the fact that this magazine is generally regarded as a medium for reaching women. In the magazines devoted wholly to women, however, little auto advertising is seen. In the *Ladies' Home Journal* appears an ad for the Oldsmobile, and in the *Woman's Home Companion* are announcements for the Winton and the Peerless cars. Women doubtless influence the purchase of many motor cars, but the manufacturers seem to look upon the magazines reaching men as best fitted for explaining technical selling points. Yet in a year or two the women's magazines may carry more of this business. It is said that the Oldsmobile people were first to use *Life*, once avoided by all motor advertisers; perhaps there is deep discernment behind the solitary ad in the *Ladies' Home Journal*. One of the best auto ads of the month is that of the Waltham Manufacturing Co., Waltham, Mass., and New York City. It frankly abandons the attempts, often painful, to print an adequate picture of an auto in a magazine page, and sticks to plain selling argument in one face of type—easy to read, easy to comprehend.

* * *

After a conscientious attempt to indicate *paid* advertising in the leading magazines each month, PRINTERS' INK has failed to find a satisfactory standard for measurement, and will hereafter report the number of agate lines of *gross* business appearing in the prominent monthlies and weeklies. By *gross* it is understood that everything appearing as display advertising will be counted. Every-

thing in the advertising sections proper is regarded as advertising, and when the editor of a publication sees fit to set apart a page or two upon which to have a confidential chat with his readers, as many editors now do, that will also be counted as advertising—for it is advertising of a very valuable kind. In the table this month will be noticed asterisks opposite the names of certain publications. This indicates the belief of PRINTERS' INK that such publications sell their advertising only for cash, refusing to exchange or "swap" it in any way for merchandise, space in other publications, etc. If the publisher of any magazine not graced with this asterisk will state over his signature that his advertising space is sold for cash only, the symbol will be added to his publication. Railroad advertising is commonly carried on a basis whereby payment is made in transportation. This will be regarded as cash. But a magazine that exchanges its space with other magazines for the purpose of advertising itself, its book publishing department, merchandise, etc., will be regarded as in the "swap" classification. This symbol, it is believed, will indicate to advertisers the magazines that have advertising value above the ordinary.

* * *

Every newspaper and magazine editor who is given to lying awake nights in the fear that somebody will succeed in advertising some commodity in his reading columns will do well to read the first article in *Scribner's* for April. In describing kits and outfits for camping, Richard Harding Davis not only mentions articles of outdoor use by name with the greatest freedom, but also tells why many of them are better than anything else in their line. Jaeger blankets, Seal of North Carolina and Durham smoking tobacco and the Marble safety axe are named in a list on page 394, and of the latter he says "the best I have seen. . . you can carry it in your hip pocket and you can cut down a tree with it." This information belongs, of course, to such

an article. Without it the article would have not nearly so much practical value. But ninety-nine editors in the hundred would have carefully blue pencilled the names, leaving readers to guess what camp conveniences were indicated. Perhaps the editor of *Scribner's* might have done the same had the article been written by someone less widely known than Richard Harding Davis.

* * *

Harold Bolce has an article in the April *Booklovers Magazine* on American foreign trade that will do much to explode illusions left by the many optimistic articles of the past two or three years on "American expansion." This "expansion," he shows by statistics, is in reality a fiasco. In many countries we are losing ground, and in few are we gaining trade in the degree that our manufacturing advantages would assure us. The neglect of South America he regards as little else than a commercial crime. Articles of this sort may not be flattering, but they show foreign conditions as they are, and must be more useful in promoting our foreign commerce than those of the pro-optimistic kind.

MAGAZINE NOTES.

The April *Century* contains an article about the Associated Press, dealing with its recent extension of European service and the general working of the organization in peace and war all over the world. The article is by Melville E. Stone, manager of the Associated Press, and is to be followed by another dealing with the abolition of the Russian censorship on foreign news.

The Penn Mutual Life, Philadelphia, now uses quarter page spaces in the magazines instead of the two-inch ads that have given this company's publicity so much character. Henry C. Lippincott, the Penn Mutual's manager of agencies, says this increase of space was made not because the smaller ads did not pull, but because there is a value to large space quite apart from the excellence of the copy. Two-inch ads, though ever so bright, are too small for a company of the Penn Mutual's age and prestige.

A new fiction magazine from Chicago is called the *Monthly Story Magazine*. The first issue is dated May. It is published by the Story-Press Corporation, North American Building, that city, and besides short stories will have a pictorial section of theatrical

people and scenes, with an occasional feature article of timely interest. Ten cents is the price.

The advertising index of *Everybody's* is now a year old, and has proved so useful to readers and advertisers that it will be continued, though the cost of maintaining the feature is about three times the estimate of a year ago—\$5,000 to \$6,000 a year. To each of the ten patrons of *Everybody's*, advertisers who send the best answer to the question "Of what practical service does the magazine reader find the advertising index in *Everybody's*?" the magazine will be sent free for a year.

The second article on the conduct of a modern newspaper, in the April *Pearson's*, deals with the mechanical side of the problem from linotype to perfecting press.

The *Outlook* has established a department of classified real estate ads devoted entirely to the cards of realty agents in all parts of the country. These are ranged geographically, and if names are desired in a part of the country not covered the *Outlook* furnishes them. Every name in the published list is that of an agent who has been recommended as honest, enterprising and trustworthy. The department ought to be of great importance in the handling of country property.

To any person sending the names and addresses of ten people who are in the market for heating apparatus or building plans, the Andrews Heating Co., Minneapolis, gives a year's subscription to a dollar magazine. An additional subscription is given for each person so named who buys a heating plant.

Success now occupies the entire eighth floor of the University Building, New York, having nearly 15,000 square feet of space. These new offices are about thirty-five times as large as the first one occupied by the magazine seven years ago. *Success* started in 1897 in a little Boston bedroom at 43 Bowdoin street, and for two years these quarters formed the business and editorial office. In 1898 the magazine was moved to a single room in Cooper Union, New York. Circulation offices are now maintained at Philadelphia, Chicago, Minneapolis, Kansas City, Des Moines, San Francisco, Toledo, San Jose, Troy and Salt Lake City, with an editorial branch in London and an advertising office in Chicago.

With the March number the *House Beautiful* issued its 100th number, the event being marked by an advertising patronage that breaks all previous records for this excellent Chicago monthly. Herbert S. Stone, the publisher, states that this year's circulation of the *House Beautiful* will not be less than 40,000 copies per issue.

Uncle Sam as an advertising agent was the subject of discussion at a recent meeting of the Canadian Manufacturers' Association. The United States magazines, it was argued, come into Canada yearly in thousands. The

postage on these is paid in the United States, while in Canada they are distributed free by the Canadian Government. The point to which the manufacturers took exception was that these magazines contained hundreds of advertisements of American firms. That is, American advertisements are distributed free by the Canadian Government. Of course, the same state of affairs holds good with Canadian periodicals in the United States, but the number of such Canadian publications is so small relatively, perhaps one-tenth, that the arrangement is unfair to the interests of Canada.—Newspaperdom.

The English *Pearson's* Company is to bring out a new monthly without illustrations called the *Novel Magazine*, selling at fourpence.

The Review of Reviews Publishing Co. has purchased a tract of land in Stamford, Conn., and will, it is said, erect a large printing plant in that city.

An increase in rates for the *Reader Magazine*, Indianapolis, went into effect April 1.

A special issue of *Leslie's Weekly*, appearing in May, will deal with the Lewis and Clark Exposition.

The *Associated Sunday Magazine*, after two years' publication at a loss, is now said to be upon a paying basis, thus realizing the plans of its founders. Two new Sunday papers have been added to the list, and the magazine is now a regular feature with the Chicago *Record Herald*, St. Louis *Republic*, Pittsburgh *Post*, Philadelphia *Press*, New York *Tribune*, Boston *Post*, Washington *Star* and Baltimore *Herald*. With the first issue in August rates advance to \$2.50, a line to cover the increase in circulation, now stated to be over 875,000 weekly.

Frank A. Munsey has leased the entire eighteenth floor of the Flatiron Building, New York, for the editorial and business departments of his magazines. A new rate of \$3 per line, \$500 per page, went into effect with the May *Munsey's*, and in the same month the rates of the *Argosy* and *All-Story Magazine* were set at \$2 and \$250, \$1 and \$100 respectively, the combination rate for both the latter being \$2.50 per line and \$300 per page.

The circulation of the *Brown Book*, Boston, is now stated to be in excess of 600,000 copies monthly.

The *National Magazine*, Boston, which was the only magazine to publish a complete extra edition each month at the St. Louis Fair, will do the same at the Portland exposition this summer.

Though less than three years old, the circulation of *Men and Women*, Cincinnati, is stated to be over 100,000 monthly, all paid-in-advance subscribers, and the mailing list is growing at the rate of 10,000 per month. It is hoped that 200,000 will be reached before the end of the year.

A one-inch ad in the *Saturday*

Evening Post costs only three cents for every 1,000 families reached.

On January 1, 1905, it is said, over 93,000 readers of *Scribner's* were paid-in-advance subscribers. Commencing with the August issue of 1904 cash prizes were offered newsdealers for increased sales (not at cut prices) and at the same time return privileges were materially lessened. Notwithstanding this fact, the circulation immediately increased, and before the end of the year reached, in a few issues, the 200,000 mark.

The Butterick Trio has another "feature" ad this month in the four-page announcement for Jap-a-Lac. Costing \$15,000, it puts into a million and a half of homes a four-page four-color catalogue of the Glidden Varnish Company's goods at an expense of one cent per copy. This Cleveland concern is comparatively new in advertising, but since 1903, when it began using magazines, its progress in effective publicity has been notable. In that year \$937 was the highest sum spent in one issue of the Butterick Trio. In 1904 the largest expenditure in one month was \$4,400.

A DECIDEDLY informing little book about carbon papers, telling just what makes real quality, and why the best quality is economy, and how it costs to make the best—altogether a new, frank treatise on an old subject—comes from the Elliott-Fisher Company, 329 Broadway, New York.

FACTS versus CLAIMS.

On January 20, 1905, following a detailed report of its own circulation, the Chicago Daily News said: "The Daily News regrets its inability to quote the circulation of the other Chicago newspapers, and this because with the single exception of the RECORD HERALD, no other Chicago newspaper makes a complete, detailed publication of the actual sales of all its editions."

THE CHICAGO RECORD HERALD Circulation for Jan. and Feb., 1905:

Daily Average, 148,821

Sunday Average, 202,098

EASTER AT WANAMAKER'S.

The Easter decorations at Wanamaker's New York store this year were not only beautiful in themselves but emphasized several tendencies in store management and advertising. In the large central rotunda, extending from ground to skylights, was worked out an allegory, "The Arrival of Spring." Around the upper floors the sky was reproduced with drapery, and from it descended the aerial barque of Spring herself, piloted through the sunshine by fairies and overflowing with blossoms. Below was a sea of flowering plants, ranged on the two lower floors. On the second story was arranged a flower display to which the public had free access, while all through the aisles the note of Easter was further accented by large figures of the traditional Easter rabbit, erect upon a hamper of eggs. Hundreds of birds in cages were placed throughout the display.

The cost of these decorations in flowers alone aggregated \$5,000. It was planned to last three weeks, closing the night before Easter Sunday. During the first two weeks \$3,000 worth of flowering plants were used, and when these had faded \$2,000 worth of fresh flowers were substituted for the final week's show, the display being put on sale for Easter Sunday. The display had many features of interest for careful observers. At one end of the rotunda were orchids valued at \$4,000, rented to Wanamaker's in bloom, the plants being covered by the florists after their blossoms had fallen. The tropical orchid, growing upon the bark of a tree, was illustrated by a large tree from Florida, draped with moss. The whole display contained some hundreds of separate flowering plants, each at its highest state of perfection.

Store decoration is rapidly leaving behind the old era when cheese-cloth fantasies were considered sufficient to attract the public. To-day a great store like Wanamaker's must not only con-

sult good taste in its decorations, but work out strong ideas and schemes for the changing seasons of the year.

"The first purpose of store decoration is to entertain the public," says W. H. P. Barley, of the Wanamaker staff. "Your general scheme must be broad and striking, having even a little note of the theatrical so that it will command attention at a glance. 'Spring is here' was the keynote and message of our Easter showing, and the moment one entered the store it was borne upon him by the odor of blossoms, the sight of growing things and the songs of birds concealed throughout the display. Such a display is a form of advertising in which a store expresses its individuality and attracts shoppers at critical seasons. It is also a form of advertising in which a store can work with less competition than in merchandising, newspaper publicity, store service or any other element of attraction. In merchandising, for example, there is little margin for real competition. The great stores all buy alike, have the advantages of large capital and large purchases, and sell upon about the same percentage of profit. Store service gives as little room for competition, being simply a matter of getting good clerks by paying good salaries and then winning their loyalty by proper treatment and fellowship. Newspaper advertising does not compete so much as it announces, while in the work of delivering goods, exchanging and so forth, there is hardly room for competition. But in decoration the store has a means of attracting the public all its own, quite without competition. The business of an establishment like Wanamaker's is not only to sell merchandise, but also to look to the entertainment and comfort of its patrons and visitors. Store decoration provides entertainment and brings the shoppers. The shoppers bring money with them, always—there is no incentive to shop unless one is prepared to purchase. Therefore, store decoration is one of the most direct

links between the store and its trade. Preparations begin months in advance with the buyers, so that offerings may be an irresistible attraction. Easter is one of the most stable seasons in point of fine weather, the big stores' best ally, and the current of Easter articles, Easter stories, Easter church services and Easter thought running through the newspapers is as pronounced a factor in trade as that of Christmas. With these facts in view, the expenditure of \$5,000 for potted plants by a store like Wanamaker's for a three weeks' display becomes a profitable investment.

The new store for the Wanamaker business being built at Astor Place is practically three-fourths finished. Part of its space is already occupied by an automobile department in the base tent, and as other floors are turned over for merchandising purposes they will be occupied one by one. When all are in operation a formal opening will be held. The entrance to Wanamaker's from the Subway gives this store an advantage possessed by no other in New York City, for every Subway station is an entrance to Wanamaker's. A woman in Harlem really enters the store when she buys her train ticket uptown, for she will be landed at the doors without crossing a street, exposing herself to the weather or even climbing a pair of stairs. A feature of travel in the Subway the past few weeks has been the crowds of shoppers who board the trains at Twenty-third street every afternoon and ride south to Wanamaker's entrance. During the first week this entrance was opened about 1,000 people used it to reach the store. In the fourth week the number had risen to 4,000, and is now increasing at the rate of 1,000 a week. The new store also has the advantage of being at the natural transit center of New York. It is not only accessible from the uptown residence districts, but from the Grand Central Station, the Jersey suburbs and Brooklyn. No other point in the metropolis may be reached by so many car lines without a transfer.

Wanamaker's New York store imports for the Eastern season a number of gowns from the leading Parisian designers, putting them on show. Other high-class shops in New York follow this custom, but it is said that the gowns are reserved for view by the select clientele of such shops. At Wanamaker's the gowns are not only shown openly, but dressmakers are permitted to make sketches and women to examine details. When their purpose has been served the demand for these gowns is naturally not so good as would be the case were they secluded and kept more exclusive. The subsequent sales are usually at a loss. Newspaper advertising also increases at Eastertide, the service of clerks and wagons is augmented, and every preparation made to handle a great volume of

TRADE AND TECHNICAL JOURNAL ADVERTISING.

The machine-tool advertiser who hasn't studied methods and mediums pretty thoroughly finds himself in a quandary after being assured by a dozen advertising solicitors that while some of the other mediums are good, it is impossible to cover the field, or at least to skim the cream from it, without using his particular paper. The plausible arguments that are advanced by solicitors whose papers are of little or no use to the machine-tool advertiser are creditable to the ingenuity of those gentlemen rather than to their business sense, for if they would devote an equal amount of time and energy to the procuring of business which properly belongs to them, they not only would get more business than their papers could hold year after year, but would advance the cause of advertising generally. It would be ridiculous to claim that any one paper reaches all those who are worth reaching in its field, but it is seldom if ever necessary to use more than two or three in the machine-tool field, and if your appropriation is limited it is better to spend it all in a single paper, that one which most nearly covers the field, using spaces large enough to show cuts of good size and to say the things that ought to be said. Probably no other one thing has done so much to discredit machine-tool advertising as this common tendency to "scatter," to divide a small appropriation among many papers, to go after big game with bird shot. Take one paper at a time, that one which seems best suited to your purpose after consultation with other advertisers and careful consideration and investigation of publishers' claims, and try it out. Make the test a fair one by the use of good cuts and adequate space, by using good copy and changing it often, by advertising long enough to make its readers feel thoroughly acquainted with you, and by using all reasonable means to trace your inquiries. If that doesn't pay, try another paper, for there is one that *will* pay, if your product and prices are

right and are rightly presented. Then, after you've found one that pays and are spending in it all that you can spend to advantage, try another one that does not seem likely to duplicate the circulation of the one you are already using. That is common sense as applied to machine-tool advertising. There are three mediums of undisputed leadership in this field, and many minor ones, some of which may be worth using on certain occasions or for some special purpose; but it is safe to say that the beginner, he who would feel his way and start on a safe basis, should choose one of these:

American Machinist, New York;
Machinery, New York; *Iron Age*,
New York.

The first of these is a technical journal on machine construction. Its circulation (which in the weekly edition, at \$4 a year, is principally among those who buy or influence the purchase of machine shop equipments, and in the monthly edition at \$1 a year, among those who use the tools of this trade) is always stated at the head of its editorial column and in the American Newspaper Directory. The current issue of the weekly consisted of 17,100 copies, and of the latest once-a-month number, 26,500 copies were printed and sold. The latest edition of the American Newspaper Directory shows an average of 20,475 copies weekly during 1903. These figures represent the net paid circulation as near as it is possible to determine, as none is taken back from the news companies.

This paper also has a foreign edition, weekly and monthly, both identical with those printed in this country, but with an additional section which is edited and printed in London. There is no extra charge for advertising in the monthly and foreign editions. *Machinery*, second on the list is a sprightly, ten-year-old monthly which is published in four editions. A shop edition at \$1 a year; an engineering edition at \$2 a year; a foreign edition at \$3 a year, which is identical with the engineering edition, but printed on thin

paper for transmission abroad; and *Railway Machinery* at \$2 a year. Its circulation for August, as printed in the September issue, was 22,705 copies, which in the absence of specific information is presumed to cover all four editions. In the latest edition of the American Newspaper Directory the average monthly circulation of *Machinery* is estimated as exceeding 20,000. The *Iron Age* is the oldest of them all and a paper that stands high in the estimation of many machine-tool advertisers.

It is valuable to machine-tool advertisers, a good paper and should always be taken into account.

Among the other papers that are used by advertisers in this trade are: The *Iron Trade Review*, Cleveland, Ohio; *Engineering Magazine*, New York; *Cassier's Magazine*, New York; *Engineering and Mining Journal*, New York.

THE man who wants to get business from advertising must have some business within himself.—*The Progressive Monthly*.

ADVERTISERS GET A BETTER SERVICE—
GET MORE FOR THEIR MONEY—IN

THE TORONTO DAILY STAR

than in any other afternoon paper in the City.

In quantity as well as quality THE STAR leads. Large city or local circulation, delivered direct by carriers to the homes. Sworn daily average for March

39,021

Send for booklet—
"Where do the papers go."

All foreign advertising should be sent direct to

**THE STAR,
TORONTO, CANADA.**

Continent - Wide
Publicity for
Advertisers in
*Everybody's
Magazine*
for June.

TO try out a new proposition, or to renew faith where returns from other publications have been unsatisfactory, we wish to recommend the June number of *Everybody's Magazine*.

Our Editorial and Art Staffs proclaim the fact that this will be the greatest magazine we have ever printed—they even go so far as to whisper among themselves that it will be the greatest magazine anyone has ever printed.

And we are not going to hide our light under a bushel. From newspaper and from bill-board, big display type will burn *Everybody's Magazine* FOR JUNE into the minds of the larger part of the American people.

You will appreciate the wisdom of obtaining for your product the wide publicity of this most unusual number.

The last June form closes May 1st.

The Ridgway-Thayer Company,

PUBLISHERS,

31 East 17th Street, New York.

CREATING A DEMAND FOR YARN.

Woolen yarn is a commodity that has steadily been crowded into the background by the march of progress. The days when all women spun their own yarn and knit stockings, socks, mittens, scarfs and other wearables at home, have long passed. The knitting machine has displaced a great handicraft. Woolen yarn is employed to-day chiefly for fancy work, and silk has replaced it to so large an extent that perhaps only one half of one per cent of all the women in the United States use the woolen article.

Something over a year ago the Bear Brand Yarn Manufacturers, New York City, one of the largest concerns in the country in the woolen yarn trade, decided that advertising might stimulate the demand for their product through the retail trade. They announced an intention to advertise. Several prominent advertising agencies submitted plans and estimates, and those proposed by M. D. Bullion, of the Woodbury Limited agency, New York, was thought the most practical. The concern adopted it, first making trial of a small three months' campaign. In twelve months the results have been so good that the appropriation for the second year is double what was spent the first. Mr. Bullion recently gave PRINTERS' INK some facts about methods and the yarn situation generally.

"The campaign began with personal visits to large stores in New York City, Brooklyn, Newark, Jersey City and about a dozen other nearby towns," he said. "The yarn department in a big store is the smallest section of the business—smaller even than the notion department. Inquiries among salespeople and managers showed conclusively that woolen yarns are purchased chiefly by persons of the middle and poorer classes—there is a heavy proportion of the latter. By examining the sales records of Bear Brand Yarns for more than forty years it was seen that the consumption

of this commodity has steadily decreased. Many of the foreign-born women of the country still knit stockings, mittens, children's hoods and similar articles, but knitting as an art is disappearing. Still, the articles knit by hand are preferred to those produced by machinery, and have a sale at good prices in the very best stores—handicraft is always superior to machine products in artistic quality and exclusiveness of design.

"Having found that advertising to sell yarns must reach the humbler classes first, it was decided to employ magazines that would bring Bear Brand Yarns to their attention. After that, what we aimed to accomplish was to educate the middle and even the wealthier class in the use of hand-knit articles of wear, teaching the lost art of knitting and encouraging the use of woolen yarn in crocheting. A list of mediums was selected with regard to the elimination of waste. Magazines reaching the greatest number of women were desirable, and after that those reaching women who still knit. Many magazines have been on our list the past year, but after close testing by keyed replies we have settled on the following as those bringing profitable results: The Butterick Trio, *Woman's Home Companion*, *Ladies' World*, *Modern Priscilla*, *Pictorial Review*, *Housekeeper*, *Brown Book*, *Christian Herald*, *Vick's Family Magazine*, *Associated Sunday Magazine*, *People's Popular Monthly*, *Elite Styles*, *Will Carleton's Everywhere* and the *American Messenger*. The religious papers were tried, but proved unsatisfactory. Just now we are experimenting with the farm papers. The mail order papers have not been tried yet.

"In selecting the mediums, publishers and solicitors were all of the opinion that their individual papers would sell yarns. 'Do you know that, or is it simply a belief?' was our question. Most of them were positive, so we made the following proposition: 'If your paper will pull direct inquiries to us regarding knitting and crocheting, it is a sign that your

readers are interested in these handicrafts. Therefore, you ought to start a department devoted to such work.' This view struck the majority of them as logical, with the result that in the past year such departments have been established by two-thirds of the women's magazines, creating interest not only in Bear Brand Yarns, but in woolen yarns generally.

"Our copy is four inches single column on the average. Straight type argument was employed at first, with same results. Then we began to use illustrations—fine half-tones showing a sweater, a child's dress, a robe or some other garment knit or crocheted from woolen yarn. A manual of crocheting and knitting was also offered, and to each inquirer was sent a large reproduction of the garment shown in the advertisement answered, with full directions for making, color suggestions and so forth. The important point in this advertising is to get names. The real work of conviction and selling goods is done in our follow-up. As the proportion of woolen yarn users is so small, the Bear Brand Yarn concern considers it worth while to follow every name until it is absolutely known that the inquirer has begun the use of the product. Personal letters are mailed with the latest ideas in knit and crocheted garments during a year if necessary, and inquiries are forwarded to retailers in the locality where they originate. Replies are coming in at present at the rate of over 2,000 a month, with a geographical distribution that makes them an excellent stimulator of the retail trade everywhere.

"While not every woman knits or crochets, practically all are interested in woolen yarn garments. This has led to our encouraging women who do knit and crochet to sell their products in their own locality, either through the stores or in other ways. Some of those who answer the advertisements have been given commissions to knit garments for the Bear Brand Yarn Manufacturers themselves. As each garment is shown in our

advertising, actual samples are also put on display in prominent stores throughout the country, in the yarn departments. These garments are knit by women who answer the ads, each in her own locality, the names being selected by lot. By this means, encouraging the sale of woolen yarn garments as well as home production, it is hoped that consumption will be increased and an important home handicraft established. Results with one year's advertising have already turned the tide in consumption. A year ago there was a decrease in keeping with the ratio for a score or more years, but to-day this ratio has been turned, and now the woolen yarn industry shows a satisfactory upward growth."

AN admirable brochure on pure, sweet Pasteurized milk, for distribution to consumers, comes from the New South Wales Fresh Food & Ice Co., Sydney, N. S. W. Pictures show the company's dairy farms and methods of handling milk from cow to consumer. A series of colored mailing cards supplements this booklet.

A SMALL folder listing evergreens for shrubbery and landscape purposes was sent out during the planting season by the Glenwood Nurseries, Morrisville, Pa. The first page bore a fine view of evergreens massed about the Congressional Library, Washington.



"THE NEW YORK OBSERVER."

CONSIDER THE RETAILER.

Several years ago it was a common thing for the general advertiser, describing his methods, to tell how he employed publicity only to reach the consumer, worrying himself very little about the retailer through whom his goods found an outlet. This practice is not so common now. Some of the advertisers who professed disregard for the retailer have disappeared, along with their commodities. Those remaining in the field have reformed.

* * *

It is just as easy to-day to force goods on the retailer as it was then by strong advertising to the consumer. By sending people to the stores before goods have been placed a demand so persistent can be created that the retailer, in self-defense, will be compelled to carry them. But this method of advertising is wasteful in the beginning, causing the loss of many sales before the goods are forced onto the dealer's shelves, and leaving many vacant spots where demand was not strong enough to accomplish this purpose. It is wasteful while the advertising runs, for the goods are carried under protest. Worst of all, it means the extinction of the commodity as soon as the advertising is decreased or stops, for then the goods will gradually be crowded out of existence.

* * *

Despite the force of wide advertising, there are sold throughout the country thousands of trademarked and proprietary commodities that have never been advertised at all to the consumer. These commodities are handled year after year, and while the consumer may not remember their names or know much about their merits, he buys them. To the retailer they are standards. The sales of such goods are built up wholly by old-fashioned methods of keeping in touch with the retail trade. Part of their strength lies in price. Advertising costs money. They are not advertised, hence the prices made to the retailer give him a greater profit. An advertised article competes with such commodi-

ties first by being of better quality, then by advertising that tells the consumer about this quality. Its cost to the retailer is usually more than that of the unadvertised article, but by reason of the greater demand that has been created he sells more of the advertised brand and makes more in the end. The retailer would probably push an advertised article very willingly if he could see ahead to the end of the year and count his increased profit. But he is not a clairvoyant. When the advertising first appears he is more or less sceptical. It may not continue. He has a good many dollars' worth of unsalable stuff on his shelves that has been unloaded upon him by means of general advertising campaigns that didn't last—that were frauds, in fact. He has plenty of justification for regarding the best of advertised commodities with some suspicion at the beginning, and it is the advertiser's place to make such arrangements as will assure good faith. Forcing goods onto his shelves by general advertising alone creates distrust of itself.

* * *

While every wide-awake retailer knows there is increased profit to be made on the greater sales of a well advertised article, he also knows that nine out of ten such articles have a well-defined career, either long or brief, as the case may be. In the grocery and drug trades, where thousands of branded commodities are carried on the shelves of every representative store, perhaps only one advertised article in the hundred becomes a standard, like Castoria or Ivory Soap, selling year after year. The other ninety-nine may last only a few months. Even the retailer most eager to take advantage of demand created by advertising to the consumer is on the watch for the psychological moment when this demand wanes. The moment the advertising stops he is likely to work against the commodity in his own interest. The demand will then fall off gradually of itself, and as new articles are continually coming into

the field the dealer hastens this falling-off process. The permanent demand created by advertising, represented by those customers who insist on the advertised brand, will gradually be choked by substitution. The dealer's explanation that the brand doesn't sell any more, or that he doesn't handle it now, or that the advertiser has gone out of business, or any one of the many fibs put forward in such cases—all these are very effective. The dealer is the man on the spot, and in the end a stronger force than the memory of a printed advertisement.

* * *

The two critical points in a great general campaign are the weeks before the advertising starts and the period when it slackens or stops temporarily. It is at these times that the advertiser must draw close to the retailer as to a Dutch uncle. Good faith must be proved by personal relation with him, by liberal arrangements for putting goods on his shelves, or even by guarantees that he will suffer no loss through falling off of demand. An advertised commodity whose sale is over in six months might be made to pay by trusting to general advertising to distribute goods and force them onto the retailer's shelves. But where sales are to extend over long years, and the article made a standard, this forcing process is out of the question. The retailer is half an enemy until he is made a friend. Force doesn't mollify him in the least.

* * *

Careful study of most advertised articles that have become standard will show an organization for keeping in touch with the retailer—an organization very much like that of the manufacturer who makes his commodities standard without advertising. This organization may be his own staff of travelers, or that of the jobbers through whom he distributes. Again, it may be a thorough system of correspondence with retailers, backed up by trade journal advertising. Any method that tells the retailer what the advertiser

proposes to do, what his goods are, and what protection he has against loss, can be depended upon to accomplish the purpose. The retailer simply wants to feel the personality of the advertiser, and to know that he is commercially responsible. Then he is ready for the demand when it appears among his customers, and willingly cooperates. Where the attempt is made to force demand upon him through the consumer alone he feels that he is making a leap in the dark. This leap he will refuse to make if possible, and will never take until compelled to.

A UNIQUE mailing card sent out by the *Perforator*, a stamp collectors' paper published at 80 East 107th street, New York, is a postal of Nicaragua, mailed under a United States stamp. The paper supplies these cards to stamp collectors for mailing as souvenirs, thereby securing valuable advertising among its own kind of people.

A BOOKLET containing little else than facsimile letters testifying to the constancy, economy and general effectiveness of its service, is sent out by the Philadelphia Electric Co., Philadelphia. These letters not only tell the company's complete story, but have the added weight of some of the most prominent business houses in that city.

"No More Waiting for Change" is one of the National Cash Register Company's handsome color booklets, showing types of cash registers for counter use in department stores and other large establishments.

ILLUSTRATED SAYING.



TAKING ANOTHER'S TIME.

STREET-CAR METHODS.

It would seem to be difficult to key street advertising so that results may be traced from it. Yet this is done easily enough for certain kinds of publicity. Street cars are often employed for local advertising in large cities by retailers who believe the newspapers scatter too widely for their purpose. The cars on streets leading to the store are employed alone, usually at reasonable cost, and by advertising different articles on different lines it is possible to trace returns with a good deal of accuracy. Manufacturers also use street cars locally to promote retail trade. A large manufacturer of collars, cuffs and shirts, advertising nationally, supplements his newspaper advertising in the largest cities with street car cards, and by using different lines in succession and watching retailers' sales along those lines it is possible to trace a very material increase over normal newspaper results.

* * *

This manufacturer's problem is that of reaching men exclusively. In the largest cities, like New York, Philadelphia, Boston, Chicago, etc., he finds that street cars are preferable to newspapers because the cost of large spaces in the latter makes them too expensive. The small newspaper ad, he says, is profitable when an article for women is exploited. Feminine readers seem to find the most diminutive newspaper ad when it makes a genuinely interesting offer. Men do not find small ads in the papers, however. Cigars are advertised in big spaces, poster fashion, and most other articles that appeal to men seem to succeed by this method of using space. A small newspaper ad is seen by men only after it has become a regular fixture of the paper. Thus this manufacturer reasons. In smaller cities he can afford large newspaper spaces, and his appropriation goes largely into dailies in such places. But in the metropolitan centers reliance is placed on the street cars. They carry all the men every day. Distances are so great that riding is necessary. The bicycle is virtually unknown in

New York and Chicago as a vehicle for riding to business, but in smaller cities, like Detroit and Buffalo, it is in everyday use by mechanics, clerks and business men.

* * *

This manufacturer finds upon investigation that most men can name articles that are being advertised steadily in street cars, particularly in the large cities. Ask a man to name six things advertised on New York elevated lines, and he may not be able to recall one. But ask him if he has noticed the advertising of some specific article and he remembers it immediately. The one drawback to street car advertising is the difficulty and cost of checking. An absolutely certain method of checking would greatly add to the value of street car advertising, he believes, and bring it into still better favor with general advertisers. Much of the value of street car publicity for the manufacturer lies in thorough placing of goods. More than any other medium the street cars remind people when they are near stores, or on shopping tours, and this side of their usefulness must be utilized to the utmost. The best form of street car advertising is that in co-operation with local retailers, mentioning on the cards leading stores accessible from the street car line in which they are displayed.

♦♦♦

"*AFTER Working Hours*" is the title of a general catalogue sent out to young men by the Y. M. C. A. of Springfield, Ohio. Each copy is accompanied by reply cards designed to ascertain the recipient's tastes and requirements.

ILLUSTRATED HEAD-LINE.

Are you a publisher who wants more local business—

if so, do something to get it. Help your young men to clinch contracts by making PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, an auxiliary.

* * *

Expend from twenty to fifty dollars a year in subscriptions to PRINTERS' INK, to be sent complimentary every week to a picked number of local business men whom you think would be benefited by using your paper as an advertising medium. Then watch the combined results from your own efforts and those produced by the absorption of the spirit and information that PRINTERS' INK brings to your prospects fifty-two times a year. Try the plan—others do.

* * *

A special cash rate will be made to publishers for the above purpose. I will write a personal letter to each of your prospects, telling them how to utilize PRINTERS' INK. Address,

CHAS. J. ZINGG, Manager,

Printers' Ink Publishing Co.,

10 Spruce Street,

NEW YORK CITY.

TRADE NEWS.

Store news makes an ideal form of advertising for a retail store. Trade news ought to be as effective for the manufacturer or wholesaler who talks to retailers through the trade journals. Advertising in trade journals has come in for much criticism, and perhaps deservedly. The critics say that it tells too little about goods, whereas the goods that the advertiser has to offer the retailer are the only subjects of interest. In casting such publicity in the form of trade news the object is to tell each month something vital about goods or trade conditions—something that will be welcomed as live information by the retailer. The ad ought to be made a distinctive feature of the journals in which it appears. Uniformity of style will secure this very quickly. Let the story be written without display or italics, in a few plain paragraphs. Set it in plain type, with plenty of white space. If there is an illustration, let it illustrate the news. A page of cravat news or millinery chit-chat ought to have several examples of new shapes or designs. Never follow the universal trade journal practice of printing an illustration that is foreign to goods. The finest picture in the world will not bolster up an ad that has nothing important to say. Trade news should be confined to paragraphs about interesting trade conditions for the month, and information about the advertiser's own offerings. A shirt house, for example, has something really new to tell each month. When fall goods are being shown, winter goods are being made up, and everybody is trying to forecast colors and patterns and weaves for the following spring. The manufacturer knows more about next spring's goods than he is willing to tell in an ad, but he can tell something. A page of trade news in a July clothing journal ought to carry several reproductions of the goods then being shown, with perhaps a prediction or a guess as to the future trend of fashion. The manufacturer comes into close contact with the

retailer, and knows what interests him. Instead of telling him, however, he leaves trade news to the editors, contenting himself with such purposeless observations as "Our fifty-cent suspenders surpass all others in value, style and comfort." Sometimes he gloats over his competitors or denounces them as imitators. The first form is not convincing on its face, being merely a broad assertion, while the retailer can be trusted to learn for himself what competitors have to offer. The less said about them the better. The trade news method of advertising is the most logical form for the manufacturer. It cannot be applied to all lines of trade, for some commodities have little news, being staple, and the same tale must be told over and over. But in a business where goods are changing—haberdashery, clothing, millinery, shoes, furniture, wall papers, dry goods—the trade news method gives the greatest amount of information and gives it direct. An examination of live trade journals will show that the progressive advertisers use this method. Their item of news for the month may be in the shape of an illustration of a new article, or a piece of chit-chat telling of a trade tendency, but it is news pure and simple, and makes the most distinctive, profitable advertising.

Men and Women, Cincinnati, sends out a folder to advertisers designed in imitation of a legal document. The argument is good, but rather long-winded for busy men.

BUSINESS EXPRESSION ILLUSTRATED.



"THE SILENT DRUMMER."

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above—covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*)

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

F Announcements under this classification, if entitled as above, cost 20 cents per line under a **YEARLY** contract, \$20.30 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American News paper Directory.

ALABAMA.

Athens. Limestone Democrat, weekly. R. H. Walker, pub. *Actual average for 1904, 1,011.*

Birmingham. Ledger, d'y. *Average for 1904, 26,176.* E. Katz, S.A., N.Y.

ARIZONA.

Phoenix. Republican. *Daily average for 1904, 6,889.* Chas. T. Logan Special Agency, N.Y.

ARKANSAS.

Fort Smith. Times, daily. *In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 3,646.*

Little Rock. Arkansas Methodist, Anderson & Millar, pub. *Actual average 1903, 16,000.*

CALIFORNIA.

Fresno. Morning Republican, daily. *Aver. 1904, 6,415.* LaCoste & Maxwell, N.Y. & Chicago.

Mountain View. Signs of the Times. *Actual weekly average for 1904, 27,108.*

San Francisco. Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending Dec., 1904, 62,282; Sunday, 87,947.*

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. *Actual average for 1904, 10,926.* (2%).

Denver. Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,577.* Average for March, 1905, 47,856. Gain, 5,279.

F The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Meriden. Morning Record and Republican. *Daily average for 1904, 7,559.*

New Haven. Evening Register, daily. *Actual av. for 1904, 18,618; Sunday, 11,107.*

New Haven. Palladium, daily. *Average for 1904, 7,857.* E. Katz, Special Agent, N.Y.

New Haven. Union, Av. 1904, 16,076. E. Katz, Special Agent, N.Y.

New London. Day, evg. *Aver. 1904, 5,855.* Average gain over '03, 842. E. Katz, Spec. Adt. 4gt., N.Y.

Norwich. Bulletin, morning. *Average for 1903, 4,987; for 1904, 5,850; now 5,846.*

Norwalk. Evening Hour. *Daily average year ending Dec., 1904, 8,217.* (*)

Waterbury. Republican, d'y. *Aver. for 1904, 5,770.* LaCoste & Maxwell Spec. Agents, N.Y.

DELAWARE.

Wilmington. Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington. Morning News. *Only morning paper in State. Three mos. end, Dec., 1904, 10,074.*

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1904, 85,502.* (G.C.).

FLORIDA.

Jacksonville. Metropolis, d'y. *Av. 1904, 8,760.* E. Katz, Sp. Ag., N.Y.

GEORGIA.

Atlanta. Journal, d'y. *Av. 1904, 48,688.* Feb., 1905, 44,811. *Semi-weekly 45,867.*

Atlanta. News. *Actual daily average, 1904, 24,230.* S. C. Beckwith, Sp. Ag., N.Y. & Chi.

Augusta. Chronicle. *Only morning paper. 1904 average, daily 5,661; Sunday 7,460.*

IDAHO.

Bolton. Evening Capital News. *Daily average 1904, 8,296; average February, 1905, 4,580.* *Actual circulation March 1, 1905, 4,815.*

ILLINOIS.

Calumet. Bulletin. *Daily and Sunday average 1904, 1,945.*

Calumet. Citizen. *Daily Average 1904, 1,196.* weekly, 1,127.

Champaign. Daily News. *In January, 1905, no day's issue of less than 2,800.*

Chicago. Bakers' Helper, monthly. (\$2.00). Bakers' Helper Co. *Average for 1904, 4,100.* (G.C.).

Chicago. Breeding Gazette, stock farm, weekly. Sanders Pub. Co. *Actual average for 1903, 67,880; 1904, 67,737.*

Chicago. Farmers' Voice. *Actual weekly average year ending December, 1904, 25,052.* (*)

Chicago. Grain Dealers Journal, s. mo. Grain Dealers Company. *Av. for 1904, 4,926.* (G.C.).

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1904, 18,750.*

Chicago. National Harness Review, mo. Av. for 1905, \$,391. First 8 mos. 1905, \$,290.

Chicago. Record-Herald. Average 1904, daily 145,761, Sunday 199,400. Average Jan. and Feb., 1905, daily 148,821, Sunday 202,098.

Kewanee. Star-Courier. Av. for 1904, daily 8,290, w'y 1,375. Daily 1st 5 mos., '04, 8,290.

La Salle. Ray-Promien, Polish, weekly. Average 1905, 1,505.

Pearl. Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville. Courier, daily and 8. Courier Co., pub. Act. av. '05, 12,615 (244). Sworn av. '04, 18,684. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville. Journal-News. Av. 1903, d'y 18,852, for '04, 14,050. E. Katz, S. A., N. Y.

Indianapolis. News, dy. Aver. net sales in 1904, 72,982. In February, 1905, 78,588.

Indianapolis. Star. Aver. net sales 1904 (all returns and unsold copies deducted), 88,274 (\$).

Marien. Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1904, 25,815.

Richmond. Sun-Telegram. Sworn av. 1904, dy. 8,761.

South Bend. Tribune. Sworn daily average 1904, 6,589. Sworn average for March, 6,984.

Terre Haute. Star. Av. net sales 1904 (all returns and unsold copies deducted), 31,288 (\$).

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1904, dy. 2,068; w'y. 8,291.

IOWA.

Davenport. Democrat and Leader. Largest guar. city circu'n. Sworn aver. Mar., 1905, 7,191.

Davenport. Times. Daily av. 1904, 9,595. Daily av. Feb., 1905, 10,077. Cir. guar. greater than all other Davenport dailies combined.

Des Moines. Capital, daily. Lafayette Young publisher. Actual average sold 1904, 86,585. Present circulation over 59,000.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines. News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines. Wallace's Farmer, w'y. Est. 1879. Actual average for 1904, 86,811.

Muscatine. Journal. Daily av. 1904, 5,240. tri-weekly 5,059, daily, March, 1905, 5,452.

Ottumwa. Courier. Daily average for December, 1904, 5,192. Tri-weekly average for December, 1904, 7,975.

Sioux City. Journal. Dy. av. for 1904 (sworn) 21,784 av. for Dec., 1904, 28,808. Records always open. More readers in its field than of all other daily papers combined.

Sioux City. Tribune, Evening. Net sworn daily, average 1904, 20,678; Mar., 1905, 28,702.

KANSAS.

Hutchinson. News. Daily 1904, 2,964. E. Katz, Agent, New York.

Topeka. Western School Journal, educational monthly. Average for 1904, 7,588.

KENTUCKY.

Harrodsburg. Democrat. Best w'y.; best sec. Ky.; best results to adv. Proven av. cir. 5,552.

Lexington. Leader. Av. '04, eng. 4,641. Sun, 5,597. Mar. '05, eng. 4,652. E. Katz, Spec. Agt.

Louisville. Evening Post, dy. Evening Post Co., publs. Actual average for 1905, 86,964.

Boston Post's Banner March

Daily Averages, 1905:

March, - - - - - **221,371**

February, - - - - - **217,792**

January, - - - - - **211,666**

March Gain Over February, - - - - - **5,579**

March Gain Over January, - - - - - **9,765**

Sunday Averages:

March, - - - - - **191,163**

February, - - - - - **185,231**

January, - - - - - **180,535**

March Gain Over February, - - - - - **5,982**

March Gain Over January, - - - - - **10,628**

DAY BY DAY.

Circulation of the "Boston Daily Post" and the "Boston Sunday Post," day by day, for the month of March, 1905.

| | |
|-----------|---------|
| MARCH 1st | 223,300 |
| 2d | 219,070 |
| 3d | 217,030 |
| 4th | 218,430 |
| 5th | 189,080 |
| 6th | 218,960 |
| 7th | 216,800 |
| 8th | 217,020 |
| 9th | 217,270 |
| 10th | 217,260 |
| 11th | 218,120 |
| 12th | 190,800 |
| 13th | 219,820 |
| 14th | 219,920 |
| 15th | 219,680 |
| 16th | 219,640 |
| 17th | 219,850 |
| 18th | 219,920 |
| 19th | 191,700 |
| 20th | 219,610 |
| 21st | 247,780 |
| 22d | 222,620 |
| 23d | 221,950 |
| 24th | 225,410 |
| 25th | 222,700 |
| 26th | 193,075 |
| 27th | 224,350 |
| 28th | 222,580 |
| 29th | 222,000 |
| 30th | 222,150 |
| 31st | 223,790 |

Total, **Boston Daily Post**, 27 days, **8,977,030**

Boston Sunday Post, 4 days, **764,655**

Daily Average, **191,163**

Sunday Average, **191,163**

The above circulation statement

is correct. E. A. GROZIER,

Editor and Publisher.

Boston, April 1, 1905.

PADUCAH. News-Democrat. Daily net av. 1903, 2,904. Yearending Dec. 31, 1904, 3,905.

PADUCAH. The Sun. Average for February, 1905, 5,478.

LOUISIANA.

NEW ORLEANS. The Southern Buck, official organ of Elkdom in La. and Miss. Av. '04, 4,815.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,644.

Bangor. Commercial. Average for 1904, daily 8,991, weekly 28,857.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston. Evening Journal, daily. Aver. for 1904, 7,524 (O.O.), weekly 17,450 (O.O.).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland. Evening Express. Average for 1904, daily 12,166, Sunday Telegram, 8,476.

MARYLAND.

Baltimore. News, daily. Evening News Publishing Company.

Average 1904, 5,878.4. For

March, 1905, 64,528.

MASSACHUSETTS.

Boston. Globe. Average for 1904, daily, 198,705. Sunday, 295,368. "Largest Circulation Daily of any two cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

Boston. Evening Transcript (O.O.) (412). Boston's teatable paper. Largest amount of week day adv.

Boston. Post. Average for 1903, daily, 178,804; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 171,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-of-paper; Sunday rate, 18 cents per line. The best advertising proposition in New England.

Boston. Traveler. Est. 1824. Actual daily av. 1903, 78,852. In 1903, 76,666. For 1904, average daily circulation, 81,050 copies.

Reps.: Smith & Thompson, N. Y. and Chicago.

North Adams. Transcript, even. Daily aver. printed 1904, 5,895. Last 5 mos., 1904, 6,166.

Springfield. Good Housekeeping, mo. Average 1904, 171,017. No issue in 1905 less than 200,000 copies. All advertisements guaranteed.

Worcester. L'Opinion. Publique, daily (O.O.). Average 1904, 4,732. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon, Av. for 1904, 4,164. Aver. for January, 1905, 4,841.

Flint. Michigan Daily Journal. Aver. yearend. Dec. 31, '04, 6,512 (*). Av. for Dec 7, 2,822 (*).

Grand Rapids. Evening Press dy. Average 1904, 44,807.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop., 100,000) and Western Michigan (pop., 750,000).

Jackson. Press and Patriot. Actual daily average for 1904, 6,605. Av. Mar., 1905, 7,282.

Kalamazoo. Evening Telegraph. Last six mos. 1904, dy. 9,812. Dec. 10, 686, s-w. 9,511.

Kalamazoo. Gazette, daily. 1904, 10,311. Dec. 11, 087. Largest circulation by 4,500.

Saginaw. Courier Herald, daily, Sunday Average 1904, 10,283; February, 1905, 11,040.

Saginaw. Evening News, daily. Average for 1904, 14,816. March, 1905, 15,266.

MINNESOTA.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,068.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,929; last quarter of 1904 was 92,222; Sunday 71,221. Daily average for February, 1905, was 92,292 net; March, 92,836. Sunday average March, 72,516.

CIRCULATIN. The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition.

The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 10,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1903, 78,545. Actual average 1904, 79,750.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily. Journal Printing Co. Aver. for 1903, 57,059; 1904, 64,855; January, 1905, 67,598. Feb., 1905, 67,886.

The absolute accuracy of the Journal's circulation rating is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in the field. It brings results.

St. Paul. Dispatch, dy. Aver. 1904, 58,086. January, 1905, 59,501. ST. PAUL'S LEADING NEWSPAPER. W'y avar. 1904, 78,951.

St. Paul. Globe, daily. Globe Co., publishers Actual average for 1904, 31,638.

St. Paul. News, daily. Actual average for 1904, 36,204. B. D. Butler, N. Y. and Chicago.

St. Paul. Pioneer-Press. Daily average for 1904 35,090. Sunday 30,484.

St. Paul. The Farmer, s-mo. Rate, 35c per line, with discounts. Circulation for year ending Dec., 1904, 38,487.

St. Paul. Volkszeitung. Actual average 1904 dy. 12,685, w. 28,687, Sonntagsblatt 28,640.

MISSOURI.

Clinton. Republican. W'y av. last 6 mos., 1904, 3,240. D'y est. Apr., '04; av. last 6 mos., '04, 800.

Joplin. Globe, daily. Average 1904, 12,046. E. Katz, Special Agent, N.Y.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,390.

Kansas City. World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

St. Joseph. News and Press. Act. daily aver. for 1904, 35,057. Smith & Thompson, East Rep.

St. Louis. Medical Brief, mo. J. J. Lawrence A.M., M.D., ed. and pub. Av. for 1904, 41,405.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (O.O.). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1902, 68,588; average for 1903, 106,635; average for 1904, 104,750.

PRINTERS' INK.

St. Louis. The Woman's Magazine monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 12 months 1,611,988. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte. American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

NEBRASKA.

Lincoln. Deutsch-American Farmer, weekly. Average year ending January, 1903, 146,567.

Lincoln. Freie Presse, weekly. Actual average for year ending January, 1903, 149,281.

Lincoln. Journal and News. Daily average 1903, 26,688; February average, 28,655.

Omaha. Den Danske Pioneer, wyo. Sophus F. Neble Pub. Co. Average for 1903, 31,628.

Omaha. News, daily. Actual average for 1903, 41,759. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua. Telegraph, dy. and wy. Daily average 1903, 2,870; October, '04, 5,169.

NEW JERSEY.

Camden. Daily Courier. Est. 1876. Net average circulation for 4 mos. end Dec. 31, 1903, 8,687.

Clayton. Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,411.

Jersey City. Evening Journal. Average for 1903, 21,106. First 3 mos. 1903, 22,639.

Newark. Evening News. Evening News Pub. Co. Av for March, 1903, 61,405.

Newmarket. Advertisers' Guide, mo. Stanley Day, publisher. Average for 1903, 5,062.

Washington, Star, wy. Score av. '03, 8,759. Score aver. '04, 6,981. More actual subs than any other Warren Co. paper.

NEW YORK.

Albany. Journal, evening. Journal Co. Daily average for 1903, 18,228.

Albany. Times-Union, every evening. Est. 1856. Av. for 1903, 50,487; Jan. and Feb., '04, 52,945.

Batavia. News, evening. Average 1903, 6,437. Average 1904, 6,757.

Buffalo. Courier, morn., Enquirer, even. W. J. Conners. Average for 1903, morning 50,940, evening 52,702; Sunday average, 79,882.

Buffalo. Evening News. Daily average 1904, 88,457.

Catskill. Recorder, weekly. Harry Hall, editor. 1904 av. 5,636. Av. December, 5,751.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1903, 2,296. Only Dem. paper in county.

Corning. Leader, evening. Average, 1904, 6,288. First quarter 1903, 6,428.

Lyons. Republican, established 1831. Chas. H. Betts, editor and prop. Circulation 1903, 2,521.

Mount Vernon. Daily Argus. Average 1904, 9,912. Westchester County's leading paper.

Newburgh. News, daily. Av. for 1903, 4,722. \$2,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for 55 issues, 1904, 9,871 (G.G.). Only Military paper awarded "Gold Marks."

Bakers Review monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Benzinger's magazine, family monthly. Benzinger Brothers. Average for 1903, 57,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1904, 25,662 (G.G.).

El Comercio, mo. Spanish export. J. Shep ard Clark Co. Average for 1904, 7,929.

Haberdasher, mo. est. 1881. Actual average for 1903, 7,000. Binders' affidavit and Post Office record distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (G.G.). D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual aver. year end, Aug. 1904, 68,077 (S.). Press av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 245,946. Present average circulation 260,169.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1904 av. cir. 6,501.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; 1904, 19,547.

The People's Home Journal, 525,166 monthly, Good Literature, 452,888 monthly, average circulation for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,-

918. Actual gain over 1903, 3,917.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1904, 11,085.

The World. Actual aver. for 1904, Morn., 302,-, Evening, 373,785. Sunday, 435,484.

Rochester. Case and Comment, mo. Law. Av. for 1904, 30,000; 5 years' average, 50,108.

Schenectady Gazette, daily. A. N. Licty. Actual average for 1903, 11,625; 1904, 12,574.

Syracuse Evening Herald, daily. Herald Co. pub. Avr. 1904, daily 55,648, Sunday 59,161.

Utica. National Electrical Contractor, mo. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,879.

NORTH CAROLINA.

Charlotte Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,143; Sunday, 8,498, semi-weekly, 4,496.

Raleigh Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks Herald, dy. av. for yr. end Feb., '05, 6,096. Will guar. 6,000 for yr. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

OHIO.

Akron Beacon Journal. Average 1903, 8,202, N. Y. 525 Temple Court. Av. Nov. 1904, 10,708.

Cleveland Plain Dealer. Est. 1841. Actual daily average 1904, 79,446; Sunday 68,198. Mar., 1905, 80,601 daily; Sunday, 70,520.

Washington Court House Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown Vindicator. Dy. av. '04, 12,020. La Cote & Maxwell, N.Y. & Chicago.

Zanesville Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,314.

Zanesville Times-Recorder. Score average 1903, 10,555. Guaranteed double nearest competitor and 5% in excess combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. *Actual average 1904, 58,898.*

Guthrie, Oklahoma State Capital, dy. and wv. *Aver. for 1903, daily, 20,062; weekly 25,014. Year ending July 1, '03, dy. 19,868; wv. 25,119.*

Oklahoma City, The Oklahoman. *1904 aver., 8,104; Feb., '05, 10,517. E. Katz, Agent, N.Y.*

OREGON.

Portland, Oregon Daily Journal. *Actual average for March, 20,054; actual average during 1904, 15,204.*

PENNSYLVANIA.

Chester, Times, ev'g d'y. *Average 1904, 7,929. N. Y. office, 220 B'way. F. R. Northrup, Mgr.*

Erie, People, weekly. *Aug. Klenke, Mgr. Average 1903, 2,088.*

Erie, Times, daily. *Aver. for 1904, 14,257. Mar., 1905, 15,165. E. Katz, Sp. Ag., N.Y.*

Harrisburg, Telegraph. *Dy. sworn av. Dec. '04, 11,726. Largest circ., in Harrisburg guar'd.*

Philadelphia, American Medicine, wv. Av. for 1902, 19,327. *Av. March 1903, 16,827.*

Philadelphia, Farm Journal, monthly. Wimmer Atkinson Company, publishers. *Average for 1904, 592,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:*



"Awarded June 25th, 1902, by
Printers' Ink, 'The Little
Schoolmaster' in the Art of
Advertising, to the Farm
Journal. After a canvassing
of merits extending over a
period of half a year, that paper, among all
those published in the United States, has been
pronounced to be the best in its purpose
as an educator and counselor for the agricultur-
al population, and as an effective and economi-
cal medium for communicating with them
through its advertising columns."

Philadelphia, German Daily Gazette. *Aver. circulation 1904, daily 49,088. Sunday 37,898. Sworn statement. Circ. books open.*

Philadelphia, The Grocery World. *Actual average year ending August, 1904, 11,741.*

The Evening Telegraph

**READ EVERYWHERE IN
PHILADELPHIA.
March Circulation**

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of March, 1905:

| | | | |
|----|---------|-----|---------|
| 1 | 146,960 | 17. | 148,213 |
| 2 | 146,084 | 18. | 150,771 |
| 3 | 147,631 | 19. | Sunday |
| 4 | 155,259 | 20. | 148,089 |
| 5 | 150,259 | 21. | 148,369 |
| 6 | 150,925 | 22. | 148,115 |
| 7 | 147,879 | 23. | 147,656 |
| 8 | 147,226 | 24. | 148,646 |
| 9 | 148,624 | 25. | 150,846 |
| 10 | 151,486 | 26. | Sunday |
| 11 | 150,456 | 27. | 147,781 |
| 12 | Sunday | 28. | 147,373 |
| 13 | 146,482 | 29. | 146,818 |
| 14 | 148,652 | 30. | 147,424 |
| 15 | 147,733 | 31. | 148,033 |
| 16 | 147,629 | | |

Total for 27 days 4,011,157

NET AVERAGE FOR MARCH

148,561 copies per day

BARCLAY H. WARBURTON, President,
Philadelphia, April 5, 1905.

Philadelphia, Press. *Daily average year ending Dec. 31, 1904, 115,242 net copies sold.*

Philadelphia, Sunday School Times, weekly. *Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.*

In
Philadelphia
Nearly
Everybody
Reads
The Bulletin"

Net average for March

225,278 copies per day

"The Bulletin's" circulation figures are net; all damaged, unsold and returned copies have been omitted.

WILLIAM L. McLEAN,
Publisher.

Philadelphia, April 4th, 1905.

Pittsburgh, Labor World, wv. *Av. 1904, 22,618. Reaches best paid class of workmen in U.S.*

Pottsville, Evening Chronicle. *Official county organ. Daily average 1903, 6,648.*

West Chester, Local News, daily. *W. H. Hodges. Average for 1903, 15,168.*

Williamsport, *Orbit. America's Greatest Weekly. Net paid average 1904, 198,758. Smith & Thompson, Reps., New York and Chicago.*

York, Dispatch, daily. *Average for 1904, 8,974. Enters two-thirds of Y rk homes.*

PRINTERS' INK.

RHODE ISLAND.

Pawtucket, Evening Times. Average daily for 1904, 16,350 copies.

Providence, Daily Journal, 17,390 (©©). Sunday, 20,486 (©©). Evening Bulletin, 27,336 average 1904. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for first 3 months 1904 4,110.

Columbia, State. Actual average for 1904, daily 8,164 copies, (©©) per issue; semi-weekly 2,251, Sunday 9,417 (©©). Act. aver. for last six months of 1904, daily 8,626; Sunday 9,912.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average November and December, 47,044 (©).

Knoxville, Journal and Tribune. Average weekly, six months to Dec. 31, 1904, 14,500.

Knoxville, Sentinel. Av. 7,111,482. Led near east competitor 11,000 in advertising '04, 6 days vs. 7.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1904, daily 55,965; Sunday 47,002, weekly 56,240, (©©). Smith & Thompson, Representatives N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1903, 18,772; for 1904, 20,788. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton, Record and Chronicle, Daily av. 1904, 816. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso, Herald. Dy. av. 1904, 4,211; Dec. 1904, 4,485. Merchants' canvas showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527; 1904, 1,881.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1904, 8,161.

Burlington, Daily News, evening. Actual daily average 1904, 48,375 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond, Times-Di Dispatch, morning. Actual daily average year ending Dec. 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle, Times. Actual over circulation Oct. Nov. and Dec., 1904, 57,490 daily, 45,430 Sunday. By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1904, 14,564; Sy. 18,475; w. 9,524. Aver. 4 mos. ending Jan. 31, 1905, Daily, 14,696; Sunday, 19,518.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,839 (1904).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,529. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Leader-Press evening. Actual average 1904, 6,879. Average Dec., 1904, 6,588.

Milwaukee, Evening Wisconsin, d'y. Av. 1904, 26,201; February, 1905, 27,814 (©©).

Milwaukee, Journal, daily. Journal Co., pub. Fr. end Dec., 1904, 57,170 Mar., 1905, 58,818.

Oshkosh, Northwestern, daily. Average for 1904, 7,281. December, 1904, 7,426.

Wisconsin Agriculturist, Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 88,181; for 1904, 87,354; for year ended March 30, 1905, 88,960. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1904, 8,986.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for March, 1905, 8,376.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695; June, 1904, 4,805.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—the exclusive field. Average for 12 months ending June 30, 1904, 16,798.

Winnipeg, Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, March, 1905, 28,555.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto, Evening Telegram. Daily, aver. 1904, 81,584. Perry Lukens, Jr., N.Y. Rep'r.

Toronto, Star, daily. Sworn average circulation for March 1905, 59,021. Largest circulation of any evening paper published in Ontario.

Toronto, The News. Average for four months ending February 28, 1905, 57,711 daily. Certified by The Advertisers' Bureau of Circulation Examinations. The largest circulation of any evening paper published in Ontario.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1908. Actual aver. daily 1904, 28,550; weekly, 18,886.

Montreal, Journal of Agriculture and Horticulture. Semi-monthly. Average 1904, 61,427.

Montreal, La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 50,259; Av. Mar., '05, 50,326. Sat., 115,595.

Montreal, Le Canada. Actual average 1904—daily, 19,287; weekly, 18,757.

Montreal, Star, d'y. & w. Graham & Co. Av. for 1903, dy. 55,197, w. 122,269. Av. for 1904, dy. 56,795, w. 125,349.

(○○) GOLD MARK PAPERS(○○)

(○○) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Out of a grand total of 23,265 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (○○), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (○○), Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER (○○), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

MASSACHUSETTS.

BOSTON PILOT (○○), every Saturday. Roman Catholic. Patrick M. Donaboe, manager.

BOSTON EVENING TRANSCRIPT (○○), established 1830. The only gold mark daily in Boston.

MICHIGAN.

Grand Rapids, Furniture Record (○○). Only national paper in this field.

MINNESOTA.

THE NORTHWESTERN MILLER (○○), Minneapolis, Minn.; \$8 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

NEW YORK.

THE POST EXPRESS (○○), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (○○).—A technical journal of character and standing.—*Times, N. Y.*

VOGUE (○○), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.
In 1904, average issue, 17,500 (○○).
D. T. MALLETT, Pub., 233 Broadway, N. Y.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (○○), established 1874; covers foreign and domestic electrical purchases; largest weekly circulation.

BUFFALO COMMERCIAL (○○). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (○○). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (○○), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (○○), Times Square, with "All the news that's fit to print," has greatly increased in advertising and circulation since entering its new home. More than 100,000 copies daily in the Metropolitan District; a quantity of quality.

OHIO.

CINCINNATI ENQUIRER (○○). Great—infinitely—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.—Chicago.

PENNSYLVANIA.

THE PITTSBURG DISPATCH (○○), a home delivered circulation among those of all classes with money to buy.

THE PUBLIC LEDGER (○○), the ONLY newspaper admitted into thousands of Philadelphia homes. "Philadelphia's landmarks; Independence Hall and Public Ledger." Circulation growing faster than for 50 years; leader in Financial Education, Book, Real Estate, Auction, and all other classified advertising that counts.

SOUTH CAROLINA.

THE STATE (○○), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (○○) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (○○), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (○○) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (○○)

2½ larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.

An assortment of advertising literature for a new game called "Stock Exchange," manufactured by the W. P. Gavitt Printing & Publishing Co., Topeka, Kansas, is, for the most part, wretchedly printed. The copy has vigor, however.

A CATALOGUE of advertising novelties from F. L. Shafer & Co., Chicago, shows many articles of practical value in this direction, ranging from inexpensive trinkets to purses, coin banks and things of considerable value.

A CHARMING brochure showing artistic merchandise in colors, with a brief general outline of seasonable new goods, is sent to the retail trade by Geo. Borgfeldt & Co., the New York novelty house.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a **YEARLY** contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—**ONE CENT A WORD FOR EACH INSERTION;** minimum charge 25 cents. Sworn daily average for year 1904, 37,702 copies. Sunday circulation regularly exceeds 61,000 copies.

COLORADO.

THE Denver Post, Sunday edition, April 16, 1905, contained 5,393 different classified ads, a total of 114 2-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the EVENING JOURNAL for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word

ILLINOIS.

PEOPOW (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-Office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE Indianapolis NEWS during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4,271 lines more than published by any other Indianapolis newspaper for the same period. The NEWS in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

IOWA.

THE DES MOINES CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE BALTIMORE NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 14,320 more Want ads than any other Boston paper. It printed a total of 417,228 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; resultgetter; circulation in excess of 11,000; 1c. word; ½c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty-six per cent more Want ads during February, 1905, than any other Minneapolis daily. No free wants and no objectionable Wants. Circulation 1903, 57,039; 1904, 64,333; January, 1905, 67,598; February, 1905, 67,363.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by far, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Wanted advertisements or the amount in volume.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1904—58,036; now 59,501.

MISSOURI.

THE JOPLIN GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE KANSAS CITY JOURNAL (every morning including "Sunday," one of the recognized Want ad mediums of the United States; 21 to 35 columns *paid* Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE ANACONDA STANDARD is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1904), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE LINCOLN DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

E. LIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

A LBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the LEADER carries largest percentage; hence best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat: six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **TIMES-RECORDER** prints twice as many Want Ads as all the other papers.

THE ZANESVILLE SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; ½c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 9,401. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,000 daily. Classified rate, 5 cents a line.

THE CHESTER, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA:

THE BULLETIN.

Net paid daily average circulation for March:

225,278 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"
(See Roll of Honor.)

SOUTH CAROLINA.

THE COLUMBIA STATE (◎) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE BURLINGTON DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE HALIFAX HERALD (◎) and the **MAIL-NOVA SCOTIA**'s recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 85,500, Saturdays 105,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE TORONTO DAILY STAR is necessary to any field. Carrier more general advertising than any other Toronto paper. **Star** daily average circulation, March, 1905, 39,021.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

PRINCE EDWARD ISLAND, Garden Province of Canada. Smallest but most thickly populated. **THE EXAMINER** is its leading want medium. Forty words or less, 10 cents one time, 25 cents three times. Charlottetown, Canada.

A PARTICULAR feature of the **TORONTO EVENING TELEGRAPH**'s classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE WINNIPEG FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more general advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE VICTORIA COLONIST covers the entire province of British Columbia (branch office, Vancouver). More "WANT" ads appear in the **SUNDAY COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Editor Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers. I wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid *for pro rata*.

Ten lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free of charge.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-68 Ludgate HILL, E.C.

NEW YORK, APRIL 26, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

IN writing an advertisement be cautious; in displaying one be bold.

THE advertisement writers' most valuable asset is faith in the thing he advertises.

GOOD display never saved a bad ad and the worst compositor alive can't wholly kill a good one.

DON'T underestimate the subtle power of suggestion, it is oftentimes more effective than persuasion.

THE advertiser who works on the theory that people like to be humbugged humbugs himself.

DON'T be too original. The man who differs radically from his fellow men is occasionally a genius but usually he is a freak.

DON'T stop until you are satisfied that you have done your best. When you have done your best, stop—but don't be satisfied.

THE editor who believes in a hereafter will pay cash for what he prints and give credit for what he reprints.

IN a business transaction never try to influence a man by appealing to his sympathy. Charity begins at home not at the office.

THE difference between a door knocker and the perambulating kind is, that people pay some attention to the noise made by the former.

IF you are the editor of a paper put the name of the woman you care most for on your mailing list. It will serve as a reminder not to print anything that you would not wish to have her read.

WHEN your friends in the advertising business pat you on the back and tell you that your advertisements are "clever" it is time to brace up and write something that will sell goods.

STUDY words; to the writer they are what colors are to the painter. Don't use a chrome yellow word if a lemon yellow word will express more exactly the idea you wish to convey.

EVERY time you make a purchase stop a moment and think just why you bought the article you did buy in preference to some similar article. A knowledge of the motives that influenced you to buy another man's goods will teach you how to influence others to buy yours.

OUR POSTOFFICE.

J. W. Gilstrap and W. J. Clutch of Woodstock have been notified by the Government of the United States that ex-Postmaster Haffenden of Woodstock is short in his accounts to the amount of one cent, and that either Mr. Haffenden or his bondsmen will have to make up the amount and send it to the Postal Department at Washington at once.—*Portland Oregonian*.

DR. D. D. RICHARDSON, of Chicago, sends out his advertising matter addressed to men, in a folder sealed with a red paper seal embossed in imitation of sealing wax.

THE Delaware and Atlantic Telegraph and Telephone Co., with general offices at Philadelphia, is sending out to farmers an attractive folder setting forth the advantages of having a telephone on the farm.

MR. S. ROLAND HALL, who has for some time been employed as a writer of circulars, booklets, and follow-up matter with the International Correspondence Schools, of Scranton, Pa., has resigned that position to associate himself with the Lord Advertising Agency.

CHARLES S. YOUNG, advertising manager of the Chicago, Milwaukee and St. Paul railway declared recently in a university extension lecture, that the railroads of this country have found newspaper advertising more profitable than any other form of publicity.

THE town of Albany and Dougherty County, Georgia, are advertised in an 80 page pamphlet issued under the auspices of the municipal and county authorities. Albany is 183 miles south of Atlanta and is the center of the watermelon and cantaloupe district of Georgia. The advantages of this section to the farmer and manufacturer are well set forth, and the pamphlet is illustrated with nearly a hundred half-tone engravings.

INCREASING CIRCULATION.

"Our circulation seems to be increasing," said the business manager of a small magazine to his partner, the editor, the other day, as he entered the office in one of the big buildings on Park Row.

"Coming down in a Subway train just now there were six copies of it, and there weren't more than a dozen persons in the car I was in."

"Fine. I thought that front page would get them this month," said the editor, gleefully.

"Yes," continued the business manager, "I was reading one copy, and I had five in my pocket."—*N. Y. Sun.*

An attractive folder that is sent through the mails without an envelope sets forth the merits of the Ralston Health Shoe, made by Ralston Health Shoemakers, Campello, Massachusetts.

THE Chicago and Alton railway has added a new train to its schedule to be known as the "newspaper special." On its initial trip the special made as much as 80 miles an hour over part of the road. The new train will enable the Chicago papers to reach Joliet, Peoria, Bloomington and a score of other towns before the inhabitants are astir.

"ONLY LETTERS."

A book of foreign travels comes from Francis L. Maule, one of PRINTERS' INK's oldest patrons, whose characteristic advertisements have long been a feature of the department devoted to "Advertisement Constructors." Into an octavo volume of 325 pages Mr. Maule has gathered his personal experiences during the year spent in the various countries visited (including a winter in St. Petersburg), and in "Only Letters" has produced a book bearing the impress of his personality.

THE weakest arguments in the world are those printed by newspaper publishers against billboards, the arguments of street car men against newspapers—the denunciation of any worthy advertising medium by the man who has some other good medium to sell, in short. Billboards are not beautiful, but they advertise, and no attempt to prove the contrary can hold together in the face of their constant use by men of experience in publicity. Nor are there any real charges to be brought against papers, magazines, theater programmes, car cards or printed literature. Wise advertising men have given up this fatuous opposition and now prescribe for advertisers not their own medium alone, but the precise combination of standard mediums that will give the best possible results in each individual case.

THE Miller Advertising Co. now occupying offices in the First National Bank Building of Chicago has opened a New York office at 1407 Downing Building.

HOBART, Oklahoma, has one of the oddest municipal advertisements of any town on earth, if reports be true. The Oklahoma Indians have discovered that their war dances are a paying show, and for a consideration they give a thrilling exhibition of wild riding, sham fighting, whooping and dancing. The merchants of Hobart frequently make up purses to pay for these exhibitions, drawing the farmers from the surrounding country, who always leave plenty of money behind them for purchases.

RICHARD S. THAIN, formerly editor of *Mahin's Magazine* and late of the editorial department of *Judicious Advertising*, the Lord & Thomas monthly, has been made editor-in-chief of *Agricultural Advertising*, published by the Long-Critchfield Corporation, that city. Mr. Thain was born in 1845 aboard a ship on Lake Michigan, grew up on a farm in Illinois, fought through the Civil War in the infantry of that State and settled in Chicago thereafter. He has been an advertising man thirty-six years, beginning his career as a solicitor for the *Western Rural* in 1868.

REPULSIVE.

In the *National Advertiser*, a small advertising paper published in New York, appears a column under the heading, "I Wonder Why." It is a fair example of cheap "smartness." Examples of "The Wonderer's" cleverness:

"I wonder why every time Mr. Lee Starke, Tribune Building, passes Dan Carroll's office that a tear-drop is in his eye?"

"I wonder why 'Balmy Breezes' is so stuck on himself, for the articles that appear in the *Hen's Herald* and signed by himself, are written by others."

"I wonder why Frank M. Lawrence, secretary of the George Batten Company, does not buy an 'Ostermoor matress?' He looks tired these days. Maybe he has too much work, or is smoking some of those 'Shivers' Cigars."

Such unwarranted familiarity as shown by "The Wonderer" is rather repulsive.—*Batten's Wedge*.

R. J. SHANNON, special representative, of 150 Nassau street, has resigned as Eastern representative of the Peoria (Ill.) *Herald-Transcript*. Mr. May, who recently purchased an interest in that paper, and became general manager of the same, is financially interested in the firm of Payne & Young, specials, and the paper will be represented by that firm after May 1st.

THE text of some recent court decisions in trademark infringement cases, with newspaper comment thereon, have been made into a booklet for retail druggists by the Farbenfabriken of Elberfeld Company, Elberfeld, Germany. This well-known house makes the only genuine phenacetin, which has been extensively counterfeited in this country the past few years. Several gangs of substitutes and counterfeiters were recently broken up through the company's activity. A New York office is maintained at 40 Stone street.

HIS GREATEST WORK.

George P. Rowell, the widely known New York advertising agent, is contributing to PRINTERS' INK, a journal which he founded, an intensely interesting series of articles under the caption "Forty Years an Advertising Agent." Mr. Rowell is a New Hampshire man, being like Charles N. Kent, his New York partner of 30 years, a native of Lancaster, and the earlier papers of the series have a decided local coloring. While the "Forty Years" are written in language most captivating and tell a story full of interest to every newspaper man, one cannot but feel sorry that this man of dauntless enterprise has reached the reminiscent stage. While the pioneer in developing general advertising in America, Mr. Rowell's greatest work, done in the face of much opposition, has been to establish a tangible value in advertising mediums by means of authentic figures of circulation, which are now furnished to the national rating book, the *American Newspaper Directory*, by nearly every paper of standing.—*Exeter, N. H., News Letter*, April 14, 1905.

It has long been Mr. Rowell's opinion, that if his work is remembered after he is gone it will finally appear that the most important part of it was the inception and development of circulation ratings in the American Newspaper Directory.

"**BUSINESS Short Cuts**" is a volume of 150 pages, bound in boards, giving various methods of shortening tedious operations in accounting, bookkeeping, card indexing, etc., with suggestions for the advertising, correspondence and management of various lines of business. It is meaty and practical work. Published by the Bookkeeper Publishing Co., Detroit.

To hold an auction in New York City at night, according to the *Evening Post*, a license must be procured from the Mayor, who also designates certain papers in which advertisements of such auctions must be inserted. The law heretofore permitted a choice of four papers for these announcements, one of which was the *Times*, but the Mayor has restricted the list to two, and is said to require that the ads be a certain size. The papers designated are the *Sun* and *News*, and this selection is criticised by auctioneers of rare books, paintings, etc.

JOHN MACKINTOSH, the English advertiser of Toffee, the popular candy of England, sent to several hundred American people who sent to Lamont, Corliss & Co., of New York, the New York representatives, a dime for a sample some months ago, a letter in which he says that he is anxious to have the recipient attempt to procure the Toffee from the candy stores in the district. Mr. Mackintosh incloses his photograph, also a stamped postal card on which the recipient is to write his success or lack of it in getting the candy. The paragraph which puts the whole matter in a nutshell reads as follows:

I am aware that I have not the slightest claim upon you, and perhaps it is too much to ask; still I have met with such universal kindness from the American people, that I make bold to make my request which is as follows: that you will between the dates of Oct. 8th to 25th, make pressing request to your stores to stock Mackintosh's Toffee. Storekeepers will very often take up a line at the request of a customer. After you have complied with my request will you kindly say on enclosed stamped addressed post card, what success you have had. I shall then still be further indebted to you.

THE SECOND PAGE OF "PRINTERS' INK."

The *Medical Brief* which occupied the first inside cover page of PRINTERS' INK every first issue for the past twelve months has again taken the same position and the same dates for another year.

McClure's Magazine contracted for the same position for the third issue of each month for a year. The Butterick Trio uses the same page till forbid every last issue of each month. The price for the page is eighty dollars for one time, less five per cent discount if check is sent with order and copy, and ten per cent discount is allowed if a yearly contract is paid for wholly in advance. The page for which the *Medical Brief*, *McClure's Magazine* and the Butterick Trio have such a preference, is now open to some equally good publication for each second issue of a month, and also for the fourth issue of PRINTERS' INK in May, August and November of the current year, these three months having five weekly issues. The Butterick Trio and *McClure's Magazine* take advantage of the five per cent discount option, paying their bills each time in advance of publication date, while the *Medical Brief* avails itself of the ten per cent discount option by paying the whole yearly contract spot cash in advance.

PRINTERS' INK does not ask any reputable concern to pay in advance, but any one wishing to obtain the benefit of the cash discounts is made to adhere to the conditions under which they may be had.

WORTH KNOWING.

"Perhaps you've noticed," said the electrical engineer, "how far you can see the electric sign 'Pennsylvania Railroad' along the North River. It can be read easily when signs on either side of it are only blurs of light. It isn't the size of it, either, for the others are nearly as large; it is the placing of the lights."

"That sign is regarded as a model. Hardly a week passes but the Pennsylvania people grant a request to take its measurements. I'm not advertising an electrical firm when I say this, for the engineers of the road made that sign."

"You see, there is everything in the space between the lights. If they are too far apart, it is dim; if they are too close together, the line is blurred. The proper spacing differs a good deal in different places; the Pennsylvania people seem to have hit the right combination for New York."—N. Y. *Sun*.

THE Massengale Advertising Agency, Atlanta, Georgia, has issued from its own press an artistic booklet entitled "Pictures and Proof." The booklet contains views of the various departments of the Massengale agency, reproductions of advertisements designed by them and commendatory letters from clients.

THE forthcoming edition of Rowell's American Newspaper Directory shows a total of 23,146 newspapers and periodicals published in the United States and Canada on March 30, 1905. This is a loss of 94 in the United States and of 25 in Canada over one year ago. There is an increase among the dailies and a falling off in weekly publications.

THE FIRST WOOD ENGRAVER IN THIS COUNTRY.

Light upon the life of an early New England genius, John Foster, who seems to have been the first to execute wood engraving on this continent, as well as the first to establish a printing office in Boston, has been thrown by Dr. Samuel A. Green, librarian of the Massachusetts Historical Society. He has, through his researches, made a valuable contribution to local historical literature, in the form of a biographical sketch, embodying much in regard to Foster, who, it appears, was the son of Hopetill Foster, whose Christian name is still borne by a street in Dorchester. John was born in what is now South Boston in 1648, and was graduated at Harvard at the age of 19 and taught school in Dorchester, several years later establishing his printing office in Boylston street, near Washington, in 1675.

It has been supposed that Foster did his engraving merely incidental to his printing, but Dr. Green has discovered an old letter showing that he was engraving four years at least before he began printing. A map of New England, which he made in 1677, is inscribed, "The first that ever was cut here." He is known to have engraved a seal of Massachusetts, a very crude portrait of the Rev. Richard Mather, the first of the Mathers, and a view of Boston and Charlestown, from Noddles Island, not an example of which is known to be in existence today. He was the author of six almanacs.

Foster died at the early age of 33, in 1681, and his grave, in the old Dorchester Burial Ground, is still marked by two ornate stones, the one at the head bearing the inscription:

THE INGENIOUS
Mathematician & Printer
Mr. JOHN FOSTER

AGED 33 YEARS DYED SEPT 9th
1681.

—Boston Transcript.

"THE CONTRARY IS TRUE."

771-773 East 16th Street,
NEW YORK, April 14, 1905.
Business Manager, PRINTERS' INK:

We desire to thank you for your favor of the 10th inst. You may enter our order for one ten-line advertisement same as the proof enclosed. When I saw your little clipping regarding the use of Souvenir Post Cards for advertising, in the special issue of PRINTERS' INK, I naturally supposed that you would be in the market for an article together with illustrations, etc., showing the recent enormous growth and development of the Post Card business in this country, and also show how they are being used in connection with advertising.

Of course we are used to having articles of this kind written up in all trade publications, because it is a matter of mutual interest both to the readers and to the dealers. Your letter struck me as being rather strong, and if you will permit me, I would suggest that you read the little article in the *Bookkeeper and Business Man's Magazine*, page twenty-three, regarding letters.

Cordially yours,

THE ROTOGRAPH COMPANY.

PRINTERS' INK is well aware that most trade journals prostitute their reading columns by the insertion of puffs given in consideration for advertising patronage. That advertisers ask for that sort of reading notices is entirely the publisher's fault, he having inaugurated and encouraged the practice. This explanation is written for the benefit of the advertiser, and intended to discourage him of a practice which does him harm. Ninety-nine times out of a hundred the puff weakens a straightforward advertisement.

TO GENEROUS PUBLISHERS.
NEW YORK STATE HOSPITAL FOR INCIPIENT TUBERCULOSIS.

RAY BROOK, N. Y., April 13, 1905.

Editor of PRINTERS' INK:

The patients of this Institution are contemplating printing a weekly paper, devoted to their welfare; our medical advisor believes that it would be conducive to the patients' recovery, if they had such employment, as it would take their minds off their troubles, as it has proved very beneficial at Sanitariums printing their own paper.

As our means are very limited, we are unable at this time to purchase a printing plant, if you will kindly publish this article in your valuable paper, some generous publisher might be interested enough to give us a helping hand, and we believe that the good resulting from such an act will amply repay such a one.

Yours very truly,

THOMAS F. COULTER,
Chairman of Committee.

THE New York *Tribune*, founded by Horace Greeley in 1841, began the sixty-fifth year of its existence on April 10.

RURAL FREE DELIVERY.

Over five thousand new rural routes were established in the various States and Territories during the ten months ended April 1 last, and over one thousand additional routes were authorized and will be put into operation within the next sixty days. At this rate it will be but a comparatively brief time until every rural community in the country sufficiently populous to justify the service will have rural free delivery. Postmaster-General Cortelyou says that the present policy of extension will be continued, and that there will be no change save that an effort toward economy will be made wherever possible without curtailing the service.

On April 1 there were 29,996 rural routes in operation, as against 24,566 on June 30, 1904. Petitions for additional routes to the number of 4,521 are pending, and of these 1,061 have been authorized and will be started within sixty days. The Ninth Indiana district has more rural routes than any other Congress district, having a total of 201. The Eighth Indiana district comes second, with 189.

ADVERTISING ORANGES.

"Advertising Oranges" is a keen booklet from J. C. Newitt, advertising specialist, Los Angeles, Cal. In its pages are reproduced some arguments recently given the *Los Angeles Times*, with a view to persuading California orange-growers to advertise. Among other things Mr. Newitt said:

There is no good reason why the orange should not be on the breakfast table of every home in the land during six or seven months of the year. As a breakfast dish it discounts all the health foods that ever made fortunes for shrewd advertisers. It is meat and drink for the invalid and convalescent. As a tonic and appetizer no millionaire manufacturer of patent medicine ever made anything to compare with it. For puddings, ices and desserts of a hundred sorts,

what is more temptingly inviting than the orange? And the people of the East are being left to find out all about these things for themselves. Mr. Post of Battle Creek has made six or eight millions of dollars with his preparations in about as many years. Suppose oranges had been advertised in the same business-like way Mr. Post has educated the public to buy his breakfast food and his coffee. What would have been the effect on the orange market of to-day? The present crop is estimated at about ten millions of boxes of oranges and lemons. On a basis of one cent per box this would create an advertising fund of \$100,000; at one-half cent per box a fund of \$50,000. Suppose you take the smaller figure of one-quarter cent per box and raise \$25,000. Select a certain section of the United States to make a test; pick out the best newspapers in that district and work the experiment for two years. If the section selected is not too large, the \$25,000 would make a two years' campaign. Five years ago Bishop & Co. of this city appropriated about \$1,000 for making the experiment of advertising their fruit products in the Eastern market. New York City, about the hardest field in the world, was selected for the work. Their preserved fruits were advertised in the New York papers through the winter months, with the result that the number of houses handling Bishop's products on Manhattan Island increased eightfold in six months. The further result of this experiment has been to make Bishop's one of the large advertisers of the United States, their expenditure now running into the thousands monthly. Their goods are on sale in almost every town in the country, and foreign orders are constantly being received and filled. This is the work of only four years, growing from a very small beginning. Give advertising a chance and it will create a demand for all the oranges that all the growers of Southern California can produce.

MISTAKES ATTRACT ATTENTION.

The average person takes pleasure in calling attention to errors in spelling or grammar in signs. The mistakes furnish them a temptation to display their knowledge that is hard to resist. "Every now and then," said a local haberdasher yesterday, "I fix up a window with a misspelled word or an error in grammar in it. Dozens of people drop in to tell me where it is wrong. Of course, I act surprised and thank them. Then the chances are I sell them something."

At a Kansas City theater there used to be an advertising curtain which bore the word "versus" spelled "verses." The word attracted more comment than many of the acts did. It made people talk about the theater, and in the theatrical business to get the public to talk about things is the first step toward money-making. So many people began to bother the house manager about the misspelled word, however, that he finally had to have it changed,

EARNESTNESS AND DEADLY EARNESTNESS.

While it is always well to have decided convictions about the thing one advertises, and to express them when writing ads, there is also the danger of being altogether too much in earnest—of taking one's subject too seriously. Goldsmith said that Doctor Johnson made little fishes talk like whales, and upon the same principle some adwriters put behind a small store or relatively unimportant commodity enough advertising force to move the firmament. The great penalty for being too serious is to be disbelieved or laughed at by readers. Advertisers who lead the van are beginning to realize this. The American people show a disposition to discount advertising statements, and advertisers are in search of ways to convey the maximum of conviction without arousing suspicion of over-statement. Under-statement is the rule in advertising meant for educated persons—the "classes." Well-to-do folks take a large view of life, and would just as lief poke a bit of fun at the advertiser who is deadly serious as buy his goods. They simply laugh at the ad couched in big, bombastic phrases, and make an end of its effectiveness. This form of an ad must be convincing first of all. They prefer to trade with the man who is not blinded by his goods. If he is more or less impartial in his statements it stands to reason that he will be impartial and honest in his dealings. The "masses," on the other hand, seem to retain considerable respect for vivid statements. It would be hard to give the reasons, but it is true that the advertisers who succeed in reaching the "masses" generally find it profitable to "draw the long bow." The ads of the cheaper department stores in New York often read like circus posters. The difference between the old and new methods is clearly shown in a comparison of Macy and Wanamaker advertising. Macy's caters to the commonalty, while Wanamaker's is hardly less exclusive than old non-advertising stores like Arnold,

Constable & Co. Macy ads are decidedly "yellow," while Wanamaker's are distinguished by under-statement. Each has its appeal to the class it serves, and each, therefore, is right. The same tendency is shown in New York dailies, with policies so widely varying as those of the *Journal* and the *Times*. Rogers, Peet advertising does not take that firm's stores too seriously. Mr. Hall has seldom been known to swear by the splendor of the prophet that Rogers, Peet clothing and fittings are the only ones worth buying in New York. Half of his fifty or one hundred daily words are sometimes given over to weather talk. Yet where will one find advertising that breeds so much confidence in a firm and its goods and methods? Is there a solitary reader of New York newspapers who is not certain that he will be well treated at Rogers, Peet stores? In view of the reading public's disposition to discount advertising statements, the adwriter will be wise in lowering his tone a trifle—or perhaps two trifles if he appeals to people of marked intelligence. In its early years advertising was boastful, and took to itself such words as "extraordinary," "sacrifice," "slaughter" and "unparalleled." But it is getting through this stage very rapidly. The wiser advertisers have learned that there is really very little profit in making sacrifices for the public, anyway, and the public, too, finds that it does not pay. Quality is being preached instead of bargains, and the public is being taught the sound wisdom of paying a little more for worth and a name behind it. Advertising must not promise too much. The successful, reputable store is not a sheriff's sale concern, and is not going out of business in sixty days. If the ad is not heard to-day it will be heard to-morrow through its very insistence. This lighter touch also obtains in the more advanced general publicity. Advertising like that of Force, which almost makes a jest of its commodity, is far more successful than advertising of the deadly serious sort. In striving for this light touch the adwriter must never lose sight

of his commodity, of course. Business is business, and advertising must be advertising, always. If the commodity is ignored the ad cannot carry conviction. The point is to gauge the taste of one's readers and key one's matter accordingly. Where readers are intelligent the greatest effect can usually be secured by ceasing to strive after effect.

THE NEWSPAPER ADVERTISING SOLICITOR.

The newspaper advertising solicitor to insure success in his particular line must be a deep student of human nature. As we are told that the proper study of mankind is man, so the proper study for the advertising solicitor is the business man and his business methods. The knowledge necessary to solicit advertisements successfully is of such a character that it is only by those who possess the faculty of studying, systematically, the different methods practised by different men in the operation of commercial life that success is attained. The successful advertising solicitor not only possesses a thorough knowledge of the circulation, rates, character and field of the particular paper which he represents, but also of all the other papers issued in his immediate vicinity. In the operation of business it is sometimes found necessary to operate particular methods in particular lines, and the advertising solicitor will pursue certain methods that prove successful in certain lines. The solicitor realizes that the method that will prove effective in one case may be an utter failure in others, hence the necessity of a general knowledge of the character of the particular business for which an advertisement is solicited. In soliciting advertisements for a newspaper it is necessary for the solicitor to understand the construction of an advertisement—the point system as it is used in the measurement of type, the display, the position wanted and the particular class to whom the advertisement is directed.

The advertising solicitor must be a man thoroughly honest in all

his business dealings; he must possess and cherish the good will of the people with whom he comes in contact; value his own honor above all else, and by his conduct prove himself to be a man worthy of the confidence of the public at large.

JAMES T. SINNOTT.

ALL AIMED IN ONE DIRECTION.

If it were not for the American home, American advertising would never have reached its present proportions. The articles that are best sold by advertising are the articles that are used in the home—the foods, household goods, clothing, furniture and luxuries. Nearly everything has a direct or an indirect bearing upon home life, or family life, or upon the members of the family.

The publications that carry the most advertising, the best advertising, and the advertising that brings results quickest, are the publications that go to the home.

The home is the common target at which all advertisers are aiming. That medium is best for the general advertiser that goes nearest to the home life, which is most essential to the home living.—*The Methodists.*

"Be Your Own Blacksmith" is the title of a catalogue of forges for farmers, published by the C. A. S. Forge Works, Saranac, Mich. Its characteristic is a maximum of muchness in the minimum of space.

ADVERTISING EXPRESSION ILUSTRATED.



"SOMETHING NEW."

ADVERTISING "LITERATURE."

One sometimes meets with scornful allusions by "literary" folk to advertising "literature," and indeed literature in connection with any form of advertising is out of place. Not because some advertising matter is not equal in point of ingenuity or readability to much that is placidly accepted as literature, but because under that term lurks the source of many grievous errors. It is responsible for the "vaulting ambition" of the advertising writer who aims to produce something fine, rather than something useful. It is continually bringing forth imaginative efforts which had better have been unimagined. It supplants hard facts by fancies and argument by "airy nothings."

* * *

Here is a pamphlet issued by a piano manufacturer. It resembles a tale by Hans Andersen, only it is much "finer." The piano—save the mark!—speaks to us in the first person. Tells how it was once a tree in a great forest—how the sunlight played among its fluttering leaves—how the birds sang among its branches, and so forth. Now, all this may be literature. On that question there would possibly be different opinions. But can there be any doubt that it is *not* advertising?

Advertising and literature are sharply differentiated by their respective aims. Literature aims to bestow esthetic pleasure—advertising aims to sell goods. That two things so radically distinct in purpose should be so often confused in the mind of advertisers is explicable only because literature is often employed as a vague term covering all written symbols. Advertising is not the only sinner in this respect. Other departments of thought have mated themselves with literature. Thus we hear of medical literature, legal, scientific, all kinds of literature. But neither law, nor science, nor advertising has anything in common with literature further than the fact that each is expounded by symbols in writing.

Of course, that does not mean that the advertiser is to dispense with any device that will stir human interest, provided it tends unerringly to selling the goods. The lawyer who plays upon the sympathies of the jury does so with the express purpose of influencing their judgment. He seeks to create a medium through which the jury shall look upon the facts in the way he wants them to. Similarly, the advertiser, if he has the opportunity, may create a desire to purchase by suggesting pleasing thoughts—motives—that have strictly nothing to do with the case. Again, the belief, or half-belief, that advertising is literature gives us rhetoric where we should have simplicity, figures of speech for figures of arithmetic, trisyllables for monosyllables.

Advertising is not literature. It is selling goods. The adwriter is not a novelist, or a poet, or an essayist. He is a salesman. A good ad is one that sells goods; a bad ad is one that does not. The ad that sells goods because it is interesting—"literary," if you like—is good; the ad that does not sell goods, though Shakespeare's genius were eclipsed by it, is not good.

A HANDSOMELY made catalogue of auto tires from Morgan & Wright, Chicago, also contains directions for making repairs, shown by means of photographs in a way that seems to be as new as it is clear.

ADVERTISING EXPRESSION ILLUSTRATED.



A BURNING SUCCESS.

READY MAY 20.

Rowell's American Newspaper Directory

for 1905.

THIRTY-SEVENTH YEAR.

ESTABLISHED 1869.

This work is the source of information on Newspaper Statistics in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, population, railroads, local industries, name and location of county, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class, Nationality, etc.

It gives the Frequency of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation—present, as well as for a series of years past, thus enabling an advertiser to determine the probable future.

It gives a separate list of all papers rated in the body of the book with a circulation of over one thousand.

It gives a separate list of all newspapers having a Sunday issue.

It gives a list of all Class Publications (Religious, Agricultural, Medical, Trade, in Foreign Languages, etc.), and a complete index to each class.

It contains maps of each State, showing towns in which there are newspapers with more than 1,000 circulation.

It also contains other valuable tabulations and classification.

Solidly bound in green cloth and gold. Over 1,500 pages.

Price, \$10 cash, sent carriage paid upon receipt of price.

Make Checks Payable to

CHAS. J. ZINGG, Manager,

10 Spruce St. (up-stairs),

New York City.

PRINTERS' INK.

DO YOU KNOW?

That all dealers are keeping Quaker Oats?
 That Ivory is best, because it floats?
 That it is useless to worry your whole life through,
 When a Remington Typewriter does the work of two?
 That, if you want your houses clean, You must use a package of Pyle's Pearline?
 That Durkee make a Salad Dressing?
 That Royal Baking Powder is a blessing?
 That the shortest line to New Orleans is the I. C?
 That there is nothing so comfortable as an R. & G.?
 That W. L. Douglas makes the best \$3.50 Shoe?
 That Payne's Celery Compound has cured others, and is sure to cure you?
 That, without Sapolio, your cook is sad?
 That I've used Wool Soap, and wish "You all had."
 That the next is the line you must not alter,
 The Prudential has the strength of Gibraltar?
 That No-to-bac has achieved great fame, No package genuine without the name.
 That, if you love your wife, and wish to keep her,
 You must get a Bissell Carpet Sweeper?
 That if your nerves you would fortify, Have handy a bottle of Hayner's Rye?
 That an E. & W. means a perfect fit?
 Cure that head with a Red Raven Split.
 That an Eastman Kodak can't be beat?
 That old and young love Cream of Wheat?
 That if a lost appetite you would recoup,
 You can only do it with Libby's Soup?
 That Williams's Soap makes shaving pleasant?
 Try Len & Perrin's on your Fish or Pheasant.
 That Ferris' Good Sense create sensations?
 Please beware of imitations.
 That, when your stomach is condemned, and sent to jail,
 Egg-o-see will go its bail?
 That, when asking for Pear's be it understood,
 You are not to take something "just as good."
 That Mennen's Talcum heads the list?
 That unless "she" gets Huylers', you won't get kissed?
 That a Winchester kills at the longest range?
 Buy a Boston Garter, and you'll never change.
 That an Elgin Watch is man's best friend?
 That Shaw-nit Hose you can neither rip nor rend?
 That a Smith & Wesson is ever handy?
 That the Pianola is sweet and dandy?
 That Pabst makes Beer absolutely pure?
 Drink it, and avoid the Keeley Cure.
 That Uneeda Biscuit right away?
 That President Suspenders don't break every day?
 That everywhere Life is sold?
 Subscribe for it, and you'll never grow old.
 That an Edison Phonograph is a sure cure for the blues?

That most ladies buy Queen Quality Shoes?
 That the jokes in *Puck* are mighty funny?
 Burn Pittsburgh Stogies, and stop burning your money.
 That Grape-nuts make new muscle and bone?
 That a Steinway Grand has an unequalled tone?
 That before you get tired, we'll all say good-bye,
 But please look for that Hump, the DeLong Hook & Eye.

BRUCE REYNOLDS.

Louisville, Ky.

NOTES.

A NEW edition of his little book on "The Cravat," showing the various shapes, styles and modes of tying, is issued for general distribution by James R. Keiser, maker of the Keiser-Barathea cravats, 19 West 19th street, New York.

AN investigation of the needle regulating nozzles made for fire hose and power purposes by the Abner Doble Company, San Francisco, has been transcribed from the engineers' reports of the Massachusetts Institute of Technology and made into a fine technical document for advertising purposes.

"FROM THE Orchard to Your Table" is a booklet in colors from the Code-Portwood Canning Company, San Francisco, describing the company's many preserves and canned fruits, showing views of its canning plants and laying stress on the purity and excellence of California fruits generally. It bears the imprint of Barnhart & Swasey, that city.

ALBANY, a live little city in Georgia, issues through its municipal government a book of eighty pages describing its advantages, industries, agricultural character and prospects, as well as those of Dougherty County. Numerous fine illustrations emphasize the description, and the whole is notable for dignified writing, without spread-eagleism—earnestness rather than the picturesque style. No advertising has been permitted in the book, and it carries weight as a bona fide production of a city that believes in itself to the extent of spending money to let the outer world know what it has to offer.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Samples, etc., of advertising novelties. AD NOVELTY CO., Martinsburg, W. Va.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—A "Printer Pressman" who can take charge of a daily in city of 10,000. Address JOHN Q. BAKER, Middletown, Ohio.

WANTED—Partner in the newspaper and printing business. A first-class proposition. Address W. KELLER, 1833 Lawrence St., Denver, Colo.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EX-CHANGE, 368 Main St., Springfield, Mass.

WANTED—Web perfecting press; cylinder width to take on 44 $\frac{1}{4}$ inches, circumference 53 $\frac{1}{4}$ inches.

Address "M. C." care Printers' Ink.

WANTED—Working experience of 15 years on advertising and circulation. Young man in prime of life wants a change. Address "OHIO," care Printers' Ink.

WANTED—A bright young man; one who has worked in metals or at photo-engraving, or who has taken a course in manual training school. Address "B," Box 436, Printers' Ink.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "typewritten"; 64 pp., 50c. postpaid; **ad's wanted**. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Printers and publishers to investigate our Matrix and Stereotype Machine Proposition. We have a service that will earn you money. Address THE BUCHER ENG. & MFG. CO., Columbus, Ohio.

NEWSPAPER Correspondent, going abroad, will write general letters on social, political, labor, literary or other topics. Can also furnish special articles. Terms low.

"ALFRED," care Printers' Ink.

WANTED—Situation, newspaper adv. solicitor (38), 20 years' experience; practical printer; thorough knowledge of advg. and printing; capable solicitor and sure business getter.

"L," care Printers' Ink.

BUSINESS MANAGER (trade paper), now employed, but will accept the right proposition. Age 33. First-class record as a hustler and manager. Address

"G," care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free upon request. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

BEGINNERS in advertising, those wanting to learn advertising, or the mail-order business, and those wanting better positions, will be interested in our big special offer circular. Free upon request. WELLIS & CORBIN, 2219 B, Land Title Building, Philadelphia.

WANTED—Competent man with ideas to manage plant in growing Southern city. Must produce evidence and invest \$1,000 in established business. That is, of course, who is willing to work, we have an exceptional opportunity. Address, "SUCCESS," care Printers' Ink.

WANTED—Experienced man to take charge of our advertising department, who can also be of assistance in the control of our traveling men. Send references, samples of work and salary expected.

KAHN BROS., Tailors, Louisville, Ky.

WANTED—An Advertising Solicitor on high-class weekly. Must give good reference as to ability and honesty. Also wanted, representative in Chicago and St. Louis. Address

A. G. LAZARUS, 100 W. 42d St.

New York.

A PRACTICAL man, thoroughly familiar with all the technical points of advertising, seeks position with eastern high-grade publication as inside manager; or, with reputable agency requiring the services of one who understands typography, cuts, positions, copy, etc. Address, "K. H. B." care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spring St., New York. Such advertising will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

OPPORTUNITIES FOR ADVANCEMENT—Without danger to your present position we assure you of consideration for every position you are competent to fill, no matter where located. Our booklets tell how we can bring your ability to the attention of hundreds of employers who need high grade men for Executive, Clerical Technical and Salesman positions paying from \$1,000 to \$5,000 a year. Offices in 12 cities. HAIGOODS (Inc.) BRAIN BROKERS, Suite 512, 309 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

ADWRITING.

ORIGINAL IDEAS, advice and adwriting. Any line. G. GRIFFITH CLAPHAM, 150 Nassau Street, N. Y., Room 637.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE, Circulation 17,500 (C.C.), 233 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more. Any printing. THE COIN WRAPPER CO., Detroit, Mich. 1,000 for \$3. 10,000 \$20. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

RATE CARDS.

SPRINGVIEW HERALD RATE CARD.

All home print. Display advertising, 3-in. or less, 1 time, 10c. an inch.

Display advertising, 3-in. or more, 2 or more times, 7 $\frac{1}{2}$ c. an inch.

Display advertising on first page or special position, double rates.

Ten per cent discount on yearly contract. Local advertising, 5c. a line first insertion, 3c. each subsequent insertion.

Want ads., 1c. a word first time, 1c. each subsequent time.

No ad taken for less than 10 cents.

Guaranteed circulation, 1904, 903.

L. A. WILSON,

Publisher.

Springview, Keya Paha County, Nebraska.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE, Circulation 17,500 (C.C.), 233 Broadway, New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE, Circulation 17,500 (C.C.), 233 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

TO MAGAZINE PUBLISHERS.

Magazines printed, bound and mailed. Right work and prices.

THE CLARK PRESS,

Cornwall-on-Hudson, N. Y.

MODERN PRINTING AT MODERATE PRICES.

Books, Catalogues, Magazines, Writing, Designing and Printing in up-to-date styles.

Write us. THE CLARK PRESS,

Cornwall-on-Hudson, N. Y.

PRINTERS' INK

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.**, Statesville, N. C.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazin cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is used exclusively by the U. S. Press Clipping Bureau and numerous publishers who learned of its merits through our sample package, which is free. **BERNARD'S AGENCY**, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine tempers and improves the suction rollers; it will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MFG. CO.**, Clinton, Ia.

HOUSE-TO-HOUSE DISTRIBUTION.

ADVERTISERS selling through the trade and mail-order firms can secure prompt and satisfactory returns through my National Distributing Service, which guarantees an honest, judicious, house-to-house distribution of advertising matter anywhere in the United States.

My distributors are bonded and make this work their exclusive business. No boys. Write for particulars.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 442 St. Clair St.,
Cleveland, O.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. K. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

THE WORKING GIRL.

HER TEMPTATIONS.

The Ridicule, Insults, Jeers And
Mockery She Is Subjected To.

Interesting throughout, from cover to cover. Bitter denunciations of those who seek her ruin. Methods adopted by many to procure her downfall. Second edition almost exhausted. Price twenty-five cents.

Address THE MEMPHIS TIMES,
Times Building, Memphis, Tenn.

"**ONLY LETTERS**"—About 60 in all—from a brother of the "other brother of this," from China, Central and Southern Europe, Russia, Italy, Egypt, etc., as those lands were seen through eyes unconventionally focused. By FRANCIS I. MAULE. "Only Letters" is not a "work of genius," most distinctly not, and is not easily confusable with books under suspicion as such, but such is its treatment of matters and of men that society is by no means a unit in pronouncing it "hopelessly dull." This book has been privately printed for its author (not published), and, until the limited edition be exhausted, it will be forwarded by mail for \$1.00. Sent to THE AUTHOR at 405 Sansom Street, OLI, Philadelphia, Pa.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright ledge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

MEETINGS.

THE annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and inspectors of election, will be held in the office of the Ripans Chemical Company, 10 Spruce St., New York, on Monday May 8, 1905, at 12 o'clock noon. CHAR. H. THAYER, President.

ADDRESSING MACHINES.

ADRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York. 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

RAPID ADDRESSING MACHINE.

FOR SALE—AT HALF PRICE—ONE NEW RAPID ADDRESSING MACHINE, with all attachments, for envelopes or wrappers; also Typewriter for making the stencil. Address MR. ASKEW, care Sears, Roebuck & Co., Chicago.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTOR'S DIRECTORY will be sent free of charge to advertisers who desire to make connections directly with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

PUBLISHING BUSINESS OPPORTUNITIES.

\$100,000 plus 5 years' work—\$500,000. Do you wish to do that sum? Excellent foundation in rich field; Stable, dignified, inviting proposition. Others have done it, and can. If you are a good publisher, Fine outlook in specialized publishing.

EMERSON P. HARRIS,
Broker in Publishing Property,
233 Broadway, New York.

ADDRESSES FOR SALE.

VIRGINIA farmers new names; never used; 1,000 typewritten, \$1; 500, fifty cents. A. J. DUNNING, Franklin, Virginia.

CLASSIFIED DIRECTORY of all Wilmington (Del.) business men and houses. \$1.00. EASTERN DIRECTORY CO., Wilmington, Del.

1,100 NAMES, farmers, nine complete rural routes, Waupaca Co., Wis. Secured by late personal canvass. Only lists obtainable, \$2. "POST," Waupaca, Wis.

10,000 NAMES of prosperous farmers and business men in ten Georgia counties. Recently compiled; guaranteed fresh. \$10 gets them. J. C. WILLIAMS, Editor, Crawfordville, Ga.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

ADVERTISING NOVELTIES.

PICK YOUR WAY TO THE WINDSOR, WHEELING, W.

AGENTS wanted to sell ad. novelties, 25¢ com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

ICE CREAM AND SODA SIGNS.

List free. ART SIGNERY, Wurtzboro, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITKHAD & HOAG CO., Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS,
made from nails. They're attractive, substantial and cheap. Sample, "World's Fair Souvenir," 10c.
WICK HATHAWAY'S CRN, Box 10, Madison, O.

Color Barometers. The latest novelties. Can be mailed in $\frac{1}{2}$ envelope, penny postage. \$25 per 1,000, including imprint. Send 10c for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

JAP FANS for advertising purposes. We have an ample stock of select goods, and can make prompt delivery. Also, the following card board fans. Write for prices. C. FEIGENSPAN & CO., Advertising Novelties, 601 Commercial Tribune Bldg., Cincinnati, O.

FOR SALE.

FOR SALE—Simplex Typesetting Machine, nearly new, \$500. Standard 8 point, 15 ems measure. H. O. BASFORD, Austin, Minn.

FOR SALE, CHEAP—GOSS PRESS. Prints 4 or 8 pages. In good condition. For particulars address

"TIMES," Montgomery, Ala.

FOR SALE—Two Empire Type-Setting Machines, 16 and 11 point, with type. Both now running. Prices very low.

BURNETT PRINTING CO., Rochester, N. Y.

FOR SALE—One Potter Angle Bar Perfecting Press, with stereotyping machinery. Prints seven columns, 15 ems. Reasons for selling, replacing with Hoe 24-page press.

"THE BEACON," Wichita, Kansas.

FOR SALE, at a bargain, Scott Rotary Web Printing and Folding Press, U. N. No. 14, four or eight 20-inch columns; speed 12,000 per hour. Has been used in Daily Globe office for the past four years, and has not except natural wear. Complete stereotyping plant goes with it. Reason for selling, circulation has outgrown its capacity. If interested, address JOPLIN GLOBE PUBLISHING CO., Joplin, Mo.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (G.O.), 225 Broadway, New York.

"REAL ESTATE." Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

THE SUNDAY TIMES, Richmond, Me. Want ads, 5 lines, 25c. each insertion. Copy free.

THE BEE, Danville, Va. Only evening paper in field. Average circ., February, 2,324.

ADVERTISERS' GUIDE, Newmarket, N. J. A postcard request will bring sample copy.

HARDWARE DEALERS' MAGAZINE Circulation 17,500 (G.O.), 225 Broadway, New York.

OVER 1,000,000 homes, "22 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

THE EVANGEL, Scranton, Pa. Thirteenth year; 20c. agate line.

A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

"ATLANTIS," the only daily Greek newspaper in America; established 1894. One cent a copy; reaching a colony of 300,000 Greeks in America. One inch daily costs only 25¢. A wide field easily and economically reached.

WHAT the Ladies' Home Journal is to the middle class, the Record is to the Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

CRAIBTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 200,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. STANDARD, 61 Ann St., N. Y.

25 CENT SET SOUVENIR POST CARDS of Beautiful Art Subjects, Celebrities and Scenes. Reproductions from Paintings, American and Foreign Views in the Famous "ROTOTOGRAPH" SERIES, and our Beautiful Catalogue.

For introduction ONLY ONE set to EACH PERSON. Twenty-five Post Cards, 10 Cents.

POST CARD BUREAU,
Box 35, Station T, New York.

TYPEWRITER RIBBONS.

THE MOST ECONOMICAL WAY

To purchase typewriter ribbons is to buy a coupon sheet, wholesale price, retail delivery. Coupon sheet good for five "Ribbotypes," for \$2; a new ribbon as needed. CLARK & ZUGALLA, 100 Gold Street, New York.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples free. SMITH PTG. CO., 812 Broadway, Toledo, Ohio.

NEWSPAPER BARGAINS.

NEWSPAPER BARGAINS.

THE BEST weekly newspaper business in New York State that will be sold for any such low figure, so the owner believes he can convince any serious buyer to whom the closest investigation is open. Shows over \$2,000 a year profits for several years. Price \$6,000, about half cash. \$2,500 BUYS a well established paying weekly newspaper property in New York.

JUST THINK OF IT! \$1,700, with about \$1,000 cash, buys a weekly business in Connecticut.

Shows a profit of over \$1,200 a year. The best property for the price I have had on my books.

\$2,900 BUYS a Republican weekly in Kansas that shows up splendid profits. Just reduced from \$3,500 to \$2,900, with \$1,000 cash down from a good man.

IF YOU WANT a weekly doing about \$7,000 a year in Indiana, with good profits, you should investigate this one. Price \$5,500, with about \$3,000 down.

\$3,000 BUYS a good Kentucky weekly. Shows an average yearly profit of over \$2,000. This is a dandy opening.

CALIFORNIA shows up a weekly doing a good business in a growing town with climate suited to some good fellow who needs a change. About \$4,500 on proper terms.

\$3,600 WITH satisfactory terms buys a Massachusetts weekly located in a beautiful town. Shows a good profit.

\$18,000 BUYS on reasonable terms probably the best business country weekly in U. S. It's a corker.

DAILIES AND WEEKLIES for sale in about all the States on a basis of good equity. All propositions in David's hands are open to close investigation.

AND DAVID lists only properties that appeal to him as good equity and worthy of purchase.

C. F. DAVID, Winthrop, Mass.
The Original Broker in Newspaperdom.
34 Years' Practical Experience.

N. B.—I have a client with a paper that he hires printed. Wants a partner who has a plant. Who's the man?

ELECTROTYPEERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.

PAPER.

BASSETT & SUPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

PRINTERS' INK.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. BINGER BROS., 83 Bowery, N. Y.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

NEW CUTS and advertising copy for your line are cheap enough by our method. ART LEAGUE, New York.

ADVERT WRITING—nothing more.

ABeen at it 14 years.
JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

HENRY FERRIS, *his [HF] mark*
Advertising Writer and Adviser,
Drexel Building, Philadelphia,
627 Temple Court, New York.

DO YOU FIGURE THUS? If from a thousand Circulars or Booklets sent out, only fifty inquiries are received, and if out of those fifty inquiries only ten new customers are gained (a very modest estimate, eh?), you can well see how sacrifice the 990 to which no return are positive trouble is. Is this the unusually admirable and unwordedly pertinent bit of advertising that interests the man who is proof against "humdrum" commonplace things, and he's the man of all others best worth capturing.

The sole business of my life is the building of anti-torpid advertising matter of all sorts.

Would you care to see samples of it?

No. 40. FRANCIS L. MAULE, 403 Sansom St., Phila.

THERE IS NOTHING FOR ME—In the chronic unbeliever—not a cent. The man unwilling to believe that it would pay him handsomely to have his Advertising Things of every sort a "whole lot" better than such as his competitors circulated regards ME simply as an entity unimportant. "Only."

I also suspect, a willingness to investigate, to be lurking behind requests for samples of my work; and I have few (if any) clients that I did not capture after they had seen for themselves.

Advertising Doings—as "did"—by me.

I'd be glad to be afforded a chance to capture YOU in like manner.

No. 41. FRANCIS L. MAULE, 402 Sansom St., Phila.

IT TAKES "TALK" TO SELL GOODS.

If you were my competitor I would like nothing better than to have you spend your money on fancy picture, "talkless" advertisements.

They never sold anything and never will.

If your traveling man posed as a talkless beacon now you could get just as many orders by sending out his photograph.

Would you like the most looking man on earth if he were deaf and dumb?

Would he make a good salesman?

I don't need to wait for your answer.

It is the same with printed advertisements.

They must talk sensibly and to the point or they will not sell goods.

I write sensible, straightforward, convincing advertisements.

I have had sixteen years' experience.

I write copy for newspapers, trade papers, magazines and letters, and devise and print all kinds of special direct advertising matter.

All this is done personally. I employ help only for clerical work.

I am a hard-headed business man as well as writer, and I do not allow the common sense of the former to be overshadowed by the enthusiasm of the latter.

Still, I am always enthusiastic.

I charge nothing for answering inquiries, and shall be glad to hear from any one having a clean advertising proposition to submit.

A. B. MERRITT, writing and printing for advertisers, Grand Rapids, Mich.

POSTAGE STAMPS.

HHIGHEST price for unused stamps, C. O. D. R. E. ORSER, 302 Dearborn St., Chicago, Ill.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x5 \$1.60.
Delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PREMIUMS.

PELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in Jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. S. F. MYERS CO., 46w. 48-50 62 Maiden Lane, N.Y.

ADVERTISING AGENCIES.

O'GORMAN AGENCY, 1 Madison Ave., N. Y.
Medical journal advertising exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3408 Sixteenth St., San Francisco, Cal.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila, etc.

MAIL order advertising a specialty. THE STANLEY DAY AGENCY, Newmarket, N.J.

THE H. L. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

ALBERT FRANK & CO., 45 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco. Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. THE DESBARS ADVERTISING AGENCY, Ltd., Montreal.

THERE'S ONLY ONE

There's only one "Letter Shop." There's only one Franklyn Hobbs, That's Franklyn Hobbs Himself, Composer and Editor of Advertising Letters

AND HE'S STILL

At the "Letter Shop"
In the Caxton Block, Chicago.

Now it's the
Phillips
Service

of Louisville Ky
that's promoting
profitable publicity

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

NEW JERSEY'S LEADING GERMAN NEWSPAPER

Reach out to the great German population of New Jersey through the columns of the *New Jersey Freie Zeitung*.

Newark is the largest city in New Jersey, having nearly 300,000 population. It is famous for its extensive manufacturing, mercantile and other industries.

About 100,000 of its people—one-third—are thrifty and prosperous Germans.

Don't Overlook THE FREIE ZEITUNG

It is New Jersey's most important—most progressive—German Morning Daily, Sunday and Weekly Newspaper. It reaches more German readers and buyers than any other German daily in the State.

Why not cultivate this very desirable field for the sale of your products by the liberal use of space in this paper? It is bound to yield returns for its numerous advertisers.

Our rates are very reasonable.

Would be pleased to send you rate cards, circulation statements, etc., on request.

**NEW JERSEY
FREIE ZEITUNG**
ESTABLISHED 1858.
NEWARK, N. J.

3,000,000

People in Philadelphia and vicinity. Advertisements in
**The Bell Telephone
Directory of Philadelphia**

Have a persistency positively unequalled. Times handled

100,000,000

"How Money Grows"

Is the title of a book which tells; How to invest small sums, how to tell a good investment, how you can convert \$100 into \$358.83, how to choose between real estate and stocks, how savings banks make their money, how to choose your partners, how to guard against uncertain "prospects," how to protect yourself in case you should not care to hold an investment indefinitely, etc. This book is not an advertisement of any particular investment. It is a general "talk" about investments, based upon my experiences and observations. My book will interest everyone who can save \$10 or more per month from their income. Write me a postal saying, simply, "Send How Money Grows." You will receive the book, free, by return mail.

W. M. Ostrander,

Investment Dept.,
623 North American
Building,
PHILADELPHIA.



THREE FACTS ABOUT THE "JEWISH DAILY NEWS."

Publishers the JEWISH DAILY NEWS,
185 East Broadway, New York.

April 7, 1905.

Dear Sirs.—The circulation statement of the JEWISH DAILY NEWS, sent us yesterday, was received too late for us to make use of it in the 1905 edition of Rowell's American Newspaper Directory.

Yours very truly,

THE PRINTERS' INK PUBLISHING CO.
R. W. Palmer.

FACT I.

The circulation of the JEWISH DAILY NEWS was audited by the ASSOCIATION OF AMERICAN ADVERTISERS on February 18, 1905, and the daily average was then found to be **63,764 net: all unsold copies and returns deducted.**

FACT III.

Advertising rates positively the lowest per thousand circulation.

STATEMENT.

"This is to notify you that Mr. R. S. Wood is no longer connected in any way with the Metropolitan Magazine."

(Signed) *R. H. RUSSELL, Pres't,
Metropolitan Magazine Co.*

The above announcement recently issued has caused some of my business acquaintances to ask why I was so abruptly dispensed with.

The advertising patronage of the *Metropolitan* was procured almost entirely upon representations made by me. These representations were honest and warranted, but a short time ago conditions so changed that I could not longer conscientiously advise the use of my publication by the advertisers and advertising agents of the country, who for years have reposed strong confidence in me, and for which I am indebted in my business success.

I voluntarily resigned my connection. I have accepted the advertising management of another publication—bright, clean and full of healthy growth—*SUBURBAN LIFE*.

RICHARD S. WOOD.

BETTER THAN GOLD.

EAST SUMNER, ME., April 12, 1905.

MR. JONSON.

Dear Sir—I remember when I worked in the Bethel *News* office at Bethel, Maine, that your inks were used, and I know well that they were always to be depended on. Now I have just bought a printing press and am in the market for ink, type, paper, etc., so I am writing you for your latest price list of inks.

Yours truly,

ROSCOE J. CHILD.

I would rather have the good will of the printers of the country, than own the finest and best paying ink business. In my eleven years selling inks, I have never made an enemy intentionally, although I have had disputes over the relative qualities of my goods. The above letter is a specimen of the impression my inks make everywhere they go. From the printer's devil up to the boss they all have a kind word for me and my inks. We all had to start at the foot of the ladder, and the small printer of to-day becomes the large printer of to-morrow. Send for my price list and compare it with what you pay for inks on credit. Money back when dissatisfied. Address

PRINTERS' INK JONSON,

17 Spruce Street,

New York.

MORE ABOUT “100% BETTER COPY.”

The man who can write good copy is the man who instinctively knows just what points in a proposition will appeal most strongly to the largest number of people, and who has the ability to present those points in words that will carry conviction to the most minds and extract money from the most pocketbooks.

Most everybody thinks he can write that kind of copy.

Most everybody can't.

We know from the results of many years' experience that we can produce copy which will increase the value of white space anywhere from one hundred per cent up.

Perhaps your present arrangements for the placing of your advertising are thoroughly satisfactory, but even if such is the case it would pay you to make sure that you are getting the kind of copy that will produce the most results. If interested, write for our opinion as to your present copy.

Address LEROY FAIRMAN, Secretary,

THE GEORGE ETHRIDGE COMPANY,

THIRTY-THREE UNION SQUARE,

NEW YORK CITY.

...THE...

Souvenir Post Card.

*A Splendid and Inexpensive
Follow-Up System.*

Printers' Ink for April 5, 1905, describes, in a three-page illustrated article, the uses and advantages of our Souvenir Post Cards as an auxiliary advertising medium.

* * * * *

Newspaper publishers, manufacturers, jobbers and all general advertisers, who make use of a follow-up system, ought to be interested in our proposition. We have in stock over one hundred thousand up-to-date, novel and beautiful cards. We can supply any of them promptly at reasonable rates.

* * * * *

We design or make Souvenir Post Cards from pictures and half-tones furnished by you. Samples, terms and prices free on request.

Write to
U. S. Souvenir Post Card Co.,
PUBLISHERS AND IMPORTERS,
1140 BROADWAY, NEW YORK.

The Boston Traveler

**THE LEADING ONE-CENT EVENING
NEWSPAPER IN ITS FIELD,**

WITH THE FACTS TO PROVE IT

The following figures represent the amount of advertising published by the papers named, in columns, figured upon the basis of 280 lines to the column:

| | POST JOURNAL | TRAVELER | AMERICAN RECORD | |
|--------------|---------------|---------------|-----------------|--------------|
| | (Morning) | (Morning) | (Evening) | (Evening) |
| Jan. (cols.) | 569.9 | 488.4* | 398.4 | 278.8 |
| Feb. " | 522.1 | 409.1* | 406.7 | 269.9 |
| March " | 713.8 | 575.0* | 558.9 | 351.8 |
| Total " | 1805.8 | 1472.5 | 1364.0 | 900.5 |
| | | | | 828.1 |

*The rate of the *Journal*, eight (8c.) cents per line minimum, is appreciably less than that of any other Boston daily.

Not only does the ADVERTISING REVENUE of the *Traveler* exceed that of any other one-cent paper in Boston, except the *Post*, but in the TOTAL AMOUNT OF ADVERTISING PUBLISHED, it leads its nearest competitor by more than

**191 COLUMNS, MONTHLY AVERAGE, or
38.9 PER CENT.**

The *Traveler* owes its increasing advertising patronage wholly to the fact that it is NEWSY and REPUTABLE, and an EVENING newspaper, and therefore goes into the homes of the purchasing class—people who have money to spend. Daily average circulation over 80,000 copies.

Foreign
Advertising Representatives
SMITH & THOMPSON
Potter Building, New York
Tribune Building, Chicago

THE BOSTON TRAVELER
ADVERTISING DEPARTMENT

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

RECEIVED of the Publisher of

*Bronx American Post, Minneapolis,
Minn.*

One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

C. O. Pease
Manager.
Publishers of Rowell's American Newspaper Directory.

\$100.00



New York City, April 17, 1905.

GUARANTEE.
The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, being upon a guarantee given by the publisher of a paper, of the actual issues for a full year, is guaranteed by the Director, who will receive under guarantee of one hundred dollars to the publisher of the newspaper, if the accuracy of the said rating is not made good, and the forfeiture offered by the Director is secured by the publisher of the newspaper as a permanent deposit. The guarantee is perpetual so long as the newspaper runs in its original form, and may be withdrawn, and the Director continues to be published. The money paid is not refundable to the publisher at any time or under any circumstances.

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

\$100.00

Publishers of Rowell's American Newspaper Directory.

RECEIVED of the Publisher of Star, Montreal, Canada.
for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

Chas. J. Prinff Manager.



New York City, APR 14 1905

CONDITIONS.
The absolute correctness of a circulation rating is available in Rowell's American Newspaper Directory, based upon a satisfactory statement from the publisher of a paper or the actual issues for a full year, as guaranteed by the Directory publisher, under a forfeiture of one hundred dollars, payable to the first person who receives the same. If the publisher of the paper or the editor of the newspaper does not make such statement, the publisher of the paper or the editor of the newspaper will be liable to the publisher of the Directory for one hundred dollars, payable to the publisher of the Directory in full, if the publisher of the paper or the editor of the newspaper does not make such statement. The money paid is not refundable to the publisher at any time or under any circumstances.

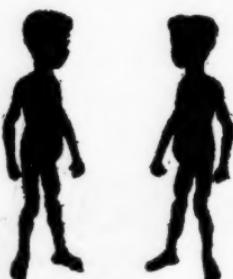
COMMERCIAL ART CRITICISM

BY GEORGE ETHEridge, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHERIDGE.

Illustrations which secure attention by false pretenses and are not what the advertisement claims them to be, are never good. The shriveled and attenuated infants in the advertisement marked No. 1 should be athletic boys according to the headline of the advertisement, and it is very obvious that they are far from being athletic. On the contrary it seems

a picture showing somebody using his goods he ought to take interest enough in the matter to see that the person so shown looks as if he were enjoying himself. The man in this tobacco advertisement is not enjoying himself. He looks as if he were brooding over a misspent life, or was seriously contemplating suicide. He is dyspeptic, his hair doesn't fit him, his



Athletic Boys

Can get their supplies for base ball goods, Sweaters, Jerseys, Caps, Running Shoes, etc., at

BEESON'S

DRUG STORE

No.1

that they have difficulty in maintaining a balance on their weak and wobbly legs. An athletic boy is not always a thing of beauty, but he is a joy forever, and a picture of a lad of that sort—as in illustration marked No. 2—is sure to attract attention and win favor.

* * *

If an advertiser wants to use



No.2

pipe won't draw, and if his tobacco is any good he has not found it out yet. Pictures of the right sort of people enjoying themselves always create a strong impression in the advertiser's favor—as for instance the young aristocrat of the Club Cocktail or the fine old gentleman of Worcestershire Sauce. Such being the

case, how fatal to the purpose of ture or text, but strong and attractive to the eye.

The Aristocrat
of the Pipe
**Palmer's
Pipe
Tobacco
No. 91**

Nothing but tobacco, real, old-fashioned tobacco, prepared by natural methods, without adulteration, artificial flavoring, or spices. Palmer's No. 91 is the sum and substance of all tobacco goodness, with the rich, full, natural taste that you can't get in machine-made smoking tobacco. Does not bite. *Always keeps moist.*

5c and \$1. Send money-order,
stamps, or currency.
Mailed postpaid by the manufacturer.

J. WARD PALMER
1124 S. 47th St. Philadelphia

of this man with the pipe must be.

* * *

This quarter page advertisement of the Underwood typewriter shows up well in the current magazines and makes a creditable appearance no matter what its sur-

STUDY ITS MERITS
UNDERWOOD
WRITING IN SIGHT

Saves one-quarter of your employee's time.
Adds 25% to your typewriting and office efficiency.
Saves its cost within one year in any busy office.

"Once tried, always used."

UNDERWOOD TYPEWRITER CO.
241 Broadway, New York.
Specially adapted for use with the "Doll Book-keeping System."

roundings may be. This is an excellent use of a small space—not overcrowded, either with pic-

* * *

Speaking of legs, Flexo Garters

MEN'S
Flexo Garters

fit perfectly, hug the limb comfortably without binding, never let go of the hose, never tear them, last longest, look neatest—are best garters.

Sold by all dealers. Inset on Flexo, and if the dealer hasn't them, send us his name and size, and we will see that you are supplied. Flexo Garter is heavy ribbed silk elastic, etc.

A. STEIN & CO., 251 Fifth Ave., Chicago

are now being advertised by a fearful and wonderful pair. This stumpy, over-fed set of legs is cer-

This man did not insist on getting the

KREMENTZ
ONE-PIECE BUTTON

He will finally throw it away, buy the KREMENTZ and be comfortable.

It is easy to button.
Easy to unbuckle.
Always stays buttoned.
It is the standard of quality.

The dealer who doesn't keep KREMENTZ Buttons will tell you he is just as good; don't believe him. Insist on the KREMENTZ and take no other.

If damaged in any way, may be exchanged for new one, without cost, at any dealer.

"Story of Collar Buttons" gives style and size; write for postal.

KREMENTZ & CO.
63 Chestnut St. Newark, N.J.

tainly anything but attractive and the gayly decorated socks don't help matters. Legs like these ought to be encased in rubber boots, and socks like these ought

PRINTERS' INK.

to be reserved for the other sex. This advertiser should study the graceful and attractive section of limb which has so long adorned the Boston Garter advertising.

* * *

It is an excellent rule in advertising to avoid attempts at humor for the reason that most people who think they are funny are mistaken about it. Rule or no rule, this advertisement of the Kremenz button is one of the best things in the April magazines. The picture is a most excellent representation of the state of mind of the gentleman who struggles with a refractory collar button. It is safe to say that every man, woman, or child whose eye rested on the page upon which this advertisement appeared not only saw it, but stopped to look at it—and that is what every advertiser is after.

NOTES.

A BROCHURE for prospects, from the *Mining and Scientific Press*, San Francisco, contrasts advertising in that journal with mail literature and personal solicitation. The arguments are forceful.

An interesting little treatise on dust, with its dangers of infection, makes a convincing advertisement for a patent dustless floor brush manufactured by the Milwaukee Dustless Brush Co., Milwaukee.

A BOOKLET describing the accounting and advertising advantages of printed cash register checks, with suggestions for using same in store schemes, comes from the National Cash Register Co., Dayton, O.

A CALENDAR from the *Sun*, Middleville, Mich., bears on each page seasonal reminders of the value of a good newspaper, as a friend during vacation, a means of saving money before the holidays, etc. It is novel and effective.

THE advantages claimed for advertising on theater curtains are well set forth in a booklet from the Lee Lash Company, New York City, with reproductions of such advertising, terms, locations of theaters so equipped, etc.

A BROCHURE devoted chiefly to the relations of the company with its mail customers, showing how the best of stock and service are put at the disposal of mail patrons without annoyance from canvassers, and how information on growing things is given through a special free department, comes from Thomas Meehan & Sons, Germantown, Pa.

ONE of the Santa Fe's recent productions is a book descriptive of its crack train, "The California Limited," containing a map of its route from Chicago to Frisco, diagrams of cars, time schedule and a brief description. A number of fine drawings by Charles D. Williams, the illustrator, adorn its pages.

WITH a circulation statement showing the issue for the past year, the *Daily Register*, Iola, Kan., gives such information about its community as would be likely to show a general advertiser its character, together with advertising rates, etc., the whole making an effective booklet to send into the foreign field.

"OPPORTUNITIES," an occasional bulletin published by the Great Northern Railway, St. Paul, lists specific openings for farmers, stockmen, miners, investors, merchants and workingmen along that company's lines. A recent issue deals with the new extension along the Thief River in Minnesota, the new main line in Montana and other branches.

NEW editions of the Rock Island's exhaustive homeseekers' books on Texas and Indian Territory are issued from the office of General Passenger Agent Sebastian, Chicago. These books are used in following up magazine advertising for immigrants, and are part of a series that includes Arkansas, New Mexico, Oklahoma, Missouri, California, lists of openings, homestead laws, etc.

IN a beautifully printed book, "American Homes Provided with McCray Refrigerators," the McCray Refrigerator Co., Kendallville, Ind., shows views of residences of many kinds, with a diagram of the refrigerator installed in each, notes upon dimensions, capacity and refrigerating problem involved, construction, etc. In all instances these refrigerators were built to order. This company divides its products into several groups, for each of which a catalogue is issued—residence refrigerators and those for hotels, colleges, clubs, hospitals, meat markets, grocers and florists.

A BOOKLET from the *Evening News*, of Glasgow, Scotland, shows views of that paper's new building and gives facts about the journal itself, said to have the largest circulation in Scotland. The Glasgow *Evening News* is a home paper, and has reached its present circulation by development along the lines that have made American afternoon dailies successful. It was the first one-cent (half-penny) eight-page paper in Great Britain, and two years ago, under a new proprietor, was increased to ten pages. In politics it is independent, gives advertisers modern display, was the first evening paper in Scotland to print advertising pictures and to use artistic display type. Glasgow has a population of 1,000,000, including suburbs, and a surrounding population of 1,000,000 more. The average daily circulation of the *Evening News* is nearly 130,000 copies daily, according to the publisher.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The ad reproduced below, from the Decatur, Ill., *Herald* just gets one to worrying some about the parlor furniture and its rejuvenation when it switches suddenly and brings one up with a short turn on the picture-frame siding, and the original subject goes glimmering down the line to its finish. The furniture repairing talk starts in with quite a "holler" in display type, drops down to pica Roman, and finally fades into eight lines of eight point. Then back to twelve point again, *leaded*, and underscored, for the picture-frame talk. This looks like a case of the tail wagging the dog. It would certainly seem better to make a good talk about repairing, all in one size of type, then say the picture frame say in a few lines of smaller type, than to try to emphasize and feature both propositions in one small ad, with the result that neither is emphasized and only a state of more or less confusion is left in the reader's mind.

If the latter course had been followed there would have been space enough for a good, strong two-line heading, which would have made the ad stand out better on the page; and the eye-strain of going from big type to small and suddenly back again (which is more of a strain in some cases than you may realize) would have been avoided. Otherwise the ad is very good; the offering is reasonable and the language of the offer sensible:

Isn't it about time to have that old arm chair re-upholstered. The couch in the sitting-room would look a great deal better if covered with a bright new piece of upholstering.

We can take your old and worn furniture—the pieces you are about ready to give up—and make them look as good as the day they were received from the store.

It won't cost you very much either.

About the same thing may be said of our picture framing. We make frames to order in either gilt or natural wood. Complete line of handsome samples to make choice from.

Estimates furnished on request.
Goods called for and delivered.
WHITE FRONT SHOP,
543 North Water St.,
Decatur, Ill.

A Liberal Offer That Ought to Bring Business. From the Binghamton, N.Y., Press.

Learn Photography Free

With the breaking up of Winter comes the desire to get out in the air and begin picture taking again. The sun is high enough now for snap-shot work all day long. Cameras have improved greatly since last Summer; films curl no more, and the new Velvet Velox has revolutionized the printing process.

We have almost a "School of Photography," to so many do we teach the science. We never have charged for instruction, and we offer to teach you free, whether you purchased your camera of us or not.

H. F. KENT & CO.,
Opticians.
114 Court Street,
Binghamton, N. Y.

If Book Dealers Would Do the Kind of Advertising that Book Publishers Sometimes Do, and Give Some Information Besides the Title, As in This Short Interest-Arousing Ad From the Chicago Record-Herald, It Would Help Some.

The Fire of Spring

If you were a young girl—and you married a man you hardly knew—and found him quite of another world—if he was totally absorbed in his business—and left you moping in a neglected house until a younger man intervened and opened his eyes—and yours—could you subsequently lead a happy married life?—Margaret Potter in this novel offers a solution to this real question of the hour.

D. APPLETON & CO.,
Publishers,
New York.

Among the comparatively few stationers and picture dealers who do distinctively good advertising are these Hanford & Horton people of Middletown, Conn. Their average space is about three inches double column. It's always comfortably full of short, snappy sentences, but seldom if ever crowded—and they almost invariably contain prices. Here are two of them and there will be others in a week or two:

Frames for all pictures—Pictures for all frames.

Why not some new pictures?

House cleaning and moving time always reveals places where new pictures will add to the appearance of your rooms. You can find here the right picture for any room in your house, or your friend's, if you wish to make a gift.

Water colors, carbons and others for your best rooms. Suitable pictures for your library. Odd pictures for your den. Fitting pictures for your dining-room. Pretty, but inexpensive pictures for bed-rooms. Prices from \$15 to 15c. Come and enjoy our picture display.

HANFORD & HORTON,
Rubber stamps made to order. New York daily papers delivered.

Frames for all pictures—Pictures for all frames.

New Middletown post cards.

The first two of our new series of local souvenir cards are just in—more to follow.

These are views of the State Hospital and Thrall Park, which are gems of color work.

"Pretty enough to frame," is what our customers say—but the cards are "two for 5c," just the same.

Plenty of new comic and other local post cards.

Some made of burnt leather and some of aluminum.

Post Card Albums in many sizes to suit any size collection, 25c up. Some in padded leather covers.

HANFORD & HORTON,
6 North Street.
New York daily papers delivered—
Office supplies of all kinds.

*This is the Rhyme the Jeweler Needs
for His Ad of April Birthstones.*

April

She who from April dates
her years,
Diamonds should wear, lest
bitter tears
For vain repentance flow;
this stone
Emblem of innocence is
known.

The Scheme is All Right, But It Might Interest Somebody to Know What Mr. Namur Sells and Where to Find Him. From the Des Moines, Ia., Daily News.

Feb. 21st

Did you buy anything in our store last month? Then look at the sales-checks we gave you and see if any of them are dated February 21, 1905. If you have any of that date they are worth their face because February 21 was Free Day.

Bring in your checks and get the amount they call for. The money is yours—it is here waiting for you and we want you to have it. We will also have a "Free Day" this month—trade here, save the sales-checks we give you and perhaps your money will be returned the last of the month.

CHAS. NAMUR,
Des Moines, Ia.

A Couple of "Wallop" Are Hereto Administered to the Chinese Restaurant in Manila, By Mr. Stokes. From the Manila, P. I., Sunday Sun.

Don't Ruin Your Digestion

The quickest way to ruin your digestive organs is by eating things that have all the goodness cooked out of them. In most of the Manila Restaurants, especially those run by Chinese, nearly everything is fried in old, greasy dishes that your finer feelings would rebel at if you saw the cook at work. Why not then go to a first-class place like the Elite where you can get a real Tenderloin or Porterhouse steak, 60 cents; Teabone, 55 cents; or Sirloin, 45 cents. You are also supplied at the Elite with pure sterilized water and fresh cow's milk from the beautiful land of Australia. Mr. W. A. Stokes is a man who looks after every detail himself, hence the popularity of the Elite Restaurant.

ELITE RESTAURANT,
Calle San Roque, Just Off
Calle Echague,
Manila, P. I.
Open Day and Night.
W. A. STOKES, Prop., an American.

Mr. Gregory Walden, of Ossining, N. Y., favors this department with a bunch of grocery ads which he prepared for E. O. Secor & Son of that city, and asks for criticisms on them. In view of the fact that they are of almost uniform excellence, it is a good deal of a stunt to find fault with them without seeming hypercritical, so I will cut out criticisms, aside from saying that it seems a waste of space to print the name at both top and bottom of the ad. You may judge them all by this one, but I am saving others of the series for future issues:

Prepare the breakfast ever so carefully, and if the eggs are not fresh, the meal is spoiled. Be pastry made ever so well, without fresh eggs it is not good. Fresh Country Eggs, 35c.

These are real fresh-laid eggs, right from the country. The whites will whip into the lightest of frostings. Used in preparing any dish, these eggs will give that just-right taste which delights the epicure. Boiled in the shell, poached, fried, scrambled, in omelette, cake, or pudding, these fresh country eggs will help the cook to please the one who feasts on them.

Our line of condiments will add to your enjoyment of eating. Worcester-shire, Tabasco, and Pepper Sauces, and in Ketchups we have the celebrated Blue Label, Columbia, Schneider's, and Heinz's.

For your sweet tooth, we offer a full line of Jams—raspberry, blackberry, strawberry, currant, plum, peach, pineapple, and others—in jars, of the best brands, Dundee, Curtice Brothers, and Long's.

We deliver all goods promptly.
E. O. SECOR & SON,
163 Main Street,
Ossining, N. Y.

*One From An Unusually Good Series
of Laundry Ads Appearing in the
Kane, Pa., Republican.*

We Mend Your Linen.

We sew on buttons, repair bursted button-holes, put on new neckbands, etc., for our customers, without extra charge.

Often times slight repairs are made by us that would pass unnoticed by you and might grow to serious proportions.

It is expensive for us to do this, but we believe that our customers appreciate it.

KANE STEAM LAUN-
DRY CO.,

O. G. Kelts, Mgr.
115-117 Holgate Court.
Kane, Pa.

It Is Very Seldom That a Coal Dealer Advertises to Deliver a "Long" Ton. From the Manayunk, Pa., Review.

Lay In Your Coal For Next Winter.

Now is the time to lay in your coal for next winter because coal is cheaper and the saving will be considerable. Our coal is well-screened before it leaves our yards and when we put it into your cellar you get a full 2,240 lbs of coal, free from dirt or slate. We'll deliver all over the ward. \$6.25 a ton after April 1st. Cash Premium Stamps with Every Purchase.

KNOLL BROS.,
Cresson st., bel. Pennsdale,
Manayunk, Pa.

A Savings Bank Ad That's Different.

Have You A Sinking Fund?

A sinking fund is a money set aside for payment of debts that mature in the future.

Every city has one.
Every man should.
You may be free of debt.
But a rainy day comes to all of us.

When it comes this sinking fund is your savior.
It is an easy thing to start.
And it is a most pressing help in trouble.

Get one of our Home Savings Banks and start one.
We will be pleased to help you.

CITIZENS' SAVINGS
BANK,
Third and Broadway
Paducah, Ky.

*Murphy & Co. Make Excellent Use of
Small Space in the Washington, (D.C.) Evening Star.*

For Polishing Brass

There's not a preparation made that gives as good results in polishing brass as Murphy's Rotten Stone. The brass porch railing, the door knobs, the snuffers and everything else in brass that you put it on will be made bright and new-like.

MURPHY & CO.,
1008 G Street,
Washington, D. C.

PRINTERS' INK.

The Editor of Printers' Ink Used to Write Very Good Retail Ads—When He Felt Like It or Needed the Money; Some of Them as Good as This One From the Farmington, Me., Chronicle.

Select Your Druggist

with the same care as you select your family physician. It's just as important—even more so. Prescriptions filled here are not only filled with minute care and the purest drugs in the market—but they are checked and compared in weight and measure beyond all possibility of a mistake.

"Just as good" is a principle which we carefully avoid when it comes to executing your prescriptions. We positively use the best only, and on this foundation we solicit your prescription trade. Our prices are right.

HARDY & TARBOX,
Registered Pharmacists,
28 Broadway,
Farmington, Me.
Telephone 7-3.

You've All Heard of "Tom" Murray. Well, This is One of His—All but the Back of His Head, Which Appeared in the Original.

Is Your Nose Straight?—TOM.

Most noses are crooked; mine is; but this proposition is straight; it is done weekly. I will give \$25.00 in cash for duplicate sales check given out last week to some one of my customers. No. Salesman Am't Date 26 10 .25 Jan. 5

If not presented by a week from Monday I will pay \$5 each for the following five checks:

| No. | Salesman | Am't | Date |
|-----|----------|------|---------|
| 29 | 12 | .25 | Jan. 8 |
| 38 | 10 | 3.75 | Jan. 6 |
| 1 | 1 | 1.35 | Jan. 6 |
| 35 | 11 | 1.50 | Jan. 10 |
| 32 | 8 | 3.00 | Jan. 9 |

I have cut the price of overcoats and suits 25 per cent. I make to order 3 shirts for \$5; Fancy, Day or Dress. I will send you a "catalog" if you want me to. I sell $\frac{1}{4}$ sizes in collars, 2 for a $\frac{1}{4}$.

If you buy a "Fancy" Shirt you get "four" cuffs with it.

TOM MURRAY,
"He Makes Shirts."
Jackson Boulevard,
Near Board of Trade.

Kinner is At It Again, in the Danbury, Conn., Evening News.

Dandruff.

Increasing dandruff means decreasing scalp vitality. Dandruff is so common that it is considered a matter of course. Bald heads will also be a matter of course so long as dandruff is neglected.

Dandruff does not always cause baldness, but it is one of the frequent causes, for it saps the vitality of the hair and weakens the scalp.

Kinner's Hair Tonic and

Dandruff Cure cures dandruff. While doing this it makes thin hair thick, dry hair moist, harsh hair soft.

Price 50 Cents.

KINNER & BENJAMIN,
Druggists.
173 Main St.,
Danbury, Conn.

Good Enough.

Just Run Your Finger Over the Top Edge

of a standing collar or cuff we launder.

Notice Its Smoothness!

The result of hand work by a special operator. We iron the edges of a collar as carefully as we do the surface. Nothing like it. No jagged edges.

We also have a method of dampening the seam of a "turn-down" collar before turning, which prevents cracking.

You want neck comfort and we can give it to you. Send postal, or telephone.

Goods called for and delivered promptly.

Collars and Cuffs, 2 cents each. Blankets cleaned, 25 to 50 cents.

We steam the nap of all blankets, which makes them soft and fluffy.

Lace Curtains cleaned, 25 cents each.

SUPERIOR LAUNDRY,
56 North Nineteenth St.,
East Orange, N. J.

Contributions Wanted—

DEMONSTRATING THE SUPERIORITY OF
TRADE-MARKED GOODS OVER
THE MONGRELS.

PRINTERS' INK wants a number of articles dealing with the subject of advertising goods which are not now advertised, but for which a wider demand could be created by the judicious use of publicity. What is in mind are goods of exclusively domestic manufacture, American staples or specialties adapted for general use and consumption, suitable for distribution through jobbers and retailers, or as mail-order articles. The articles wanted must cover the following cardinal points:

1. That the goods are made in the United States.
2. That they are adapted to general consumption.
3. That they are now sold in competition with a lot of other similar goods regardless of merit and quality.
4. That trade-marking the goods and advertising them under a trademark would sell the branded article in preference to the common kind even at an increased price.

Correspondence on this topic is invited only from writers who are competent to deal with this problem and who are able to clearly outline their ideas. Address

EDITOR OF PRINTERS' INK,

10 SPRUCE STREET, NEW YORK.

The Evening Wisconsin

RANKS FIRST

The number of columns of advertising published in the Evening Wisconsin for the three months ending March 31st, 1905, was 25 per cent. more than that published by the Evening Journal, and 33½ per cent. more than published by any other six-day paper in Milwaukee. The total number of columns published by the leading evening newspapers was as follows :

| | COLS. |
|-----------------------------|---------------|
| WISCONSIN, 3 Months, | 3,243. |
| Journal, 3 Months, | 2,495 |

All five of the Department Stores use the Evening Wisconsin very largely. They do not all use the Journal.

All the Theaters use the Evening Wisconsin every day. Only one theater uses the Milwaukee Journal.

The Evening Wisconsin publishes the advertisements of the United States; also the Unclaimed Letters, by appointment.

The Evening Wisconsin is the *first* in rank of all the newspapers of Milwaukee.